

**Important:** This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations or cognates.

**GENERAL EDUCATION/**

**FOUNDATIONAL SKILLS REQUIREMENTS (39-42 hours)**

Course		Hrs	Sem	Grade
<b>Communication &amp; Information Literacy (12 hours)<sup>1</sup></b>				
ENGL 101	Composition & Rhetoric	3	_____	_____
_____	Communications Elective	3	_____	_____
_____	Information Literacy Elective	3	_____	_____
_____	Information Literacy Elective <sup>2</sup>	3	_____	_____

**Technological Solutions & Quantitative Reasoning (3-6 hours)<sup>1</sup>**

UNIV 104	Instructional Tech. for Online Learning	0-3	_____	_____
MATH _____	Math Elective (MATH 114 or higher)	3	_____	_____

**Critical Thinking (7 hours)<sup>1</sup>**

RLGN 104	Christian Life & Biblical Worldview <sup>3</sup>	4	_____	_____
_____	Critical Thinking Elective	3	_____	_____

**Civic & Global Engagement (3 hours)<sup>1</sup>**

_____	Cultural Studies Elective	3	_____	_____
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**Social & Scientific Inquiry (6 hours)<sup>1</sup>**

_____	Natural Science Elective	3	_____	_____
_____	Social Science Elective	3	_____	_____

**Christianity & Contexts (8 hours)<sup>1</sup>**

BIBL 104	Survey of Old & New Testament	4	_____	_____
THEO 104	Introduction to Theology Survey <sup>3</sup>	4	_____	_____

Course		Hrs	Sem	Grade
<b>Major Foundational Courses (0-3 hours)</b>				
SCOM 110	Media & Culture <sup>4</sup>	3	_____	_____

**MAJOR**

<b>Core (36 hours)</b>				
ARTS 222	Introduction to Graphic Design	3	_____	_____
ARTS 224	Media Design	3	_____	_____
ARTS 319	Mobile & Interactive Tech. Application	3	_____	_____
DMCA 499	Internship	3	_____	_____
JOUR 225	Media Writing	3	_____	_____
STCO 289	Digital Promotion Tech & Applications <sup>5</sup>	3	_____	_____
<b>or</b> SCOM 212	Criticism of Popular Culture <sup>6</sup>	3	_____	_____
STCO 307	Strategic Communication	3	_____	_____
STCO 346	Persuasive Advertising & Storytelling	3	_____	_____
STCO 348	Strategic Social Media	3	_____	_____
STCO 356	Digital/Social/Mobil Comm. Strategies <sup>5</sup>	3	_____	_____
<b>or</b> SCOM 325	Interpersonal Communication <sup>6</sup>	3	_____	_____
STCO 426	Creating Affiliate Loyalty in Digital Age <sup>5</sup>	3	_____	_____
<b>or</b> SCOM 490	Crisis Comm. & Negotiation <sup>6</sup>	3	_____	_____
STCO 487	Agency/Field Projects	3	_____	_____

<b>Cognate (9 hours)</b>				
JOUR 356	Social Media Writing	3	_____	_____
STCO 422	Social Media Development	3	_____	_____
STCO 462	Using the Social & Digital Future	3	_____	_____
<b>or</b> SCOM 460	Communication in the Marketplace <sup>6</sup>	3	_____	_____

**FREE ELECTIVES (30-36 hours)**

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Notes**

All applicable prerequisites must be met  
<sup>1</sup>Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling in foundational skills requirements  
<sup>2</sup>HIUS 221, 222, or 223 is strongly recommended  
<sup>3</sup>Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived  
<sup>4</sup>Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened)  
<sup>5</sup>Course offered in online format  
<sup>6</sup>Course offered in resident format  
*Suggested Course Sequence on second page*

<b>Graduation Requirements</b>	
120 Total Hours	
2.0 Overall grade point average	
30 Hours must be upper-level courses (300-400 level)	
Grade of 'C' Minimum required for all upper-level courses in the major	
25% Of major taken through Liberty University	
30 Hours must be completed through Liberty University	
Grad App Submission of Graduation Application must be completed within the last semester of a student's anticipated graduation date	

## SUGGESTED COURSE SEQUENCE

### FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	Cultural Studies Elective <sup>1</sup>	3
ENGL 101	3	Critical Thinking Elective <sup>1</sup>	3
UNIV 104	0-3	Information Literacy Elective <sup>1</sup>	3
Communication Elective <sup>1</sup> [SCOM 110]	3	Math Elective <sup>1</sup>	3
Social Science Elective <sup>1</sup>	<u>3</u>	Natural Science Elective <sup>1</sup>	<u>3</u>
Total	13-16	Total	15

### SOPHOMORE YEAR

RLGN 104	4	THEO 104	4
Information Literacy Elective <sup>1,2</sup>	3	ARTS 224	3
ARTS 222	3	STCO 289 <sup>3</sup> or SCOM 212 <sup>4</sup>	3
JOUR 225	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	16	Total	16

### JUNIOR YEAR

ARTS 319	3	STCO 346	3
JOUR 356	3	STCO 348	3
STCO 307	3	STCO 356 <sup>3</sup> or SCOM 325 <sup>4</sup>	3
Elective	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

### SENIOR YEAR

STCO 422	3	DMCA 499	3
STCO 426 <sup>3</sup> or SCOM 490 <sup>4</sup>	3	STCO 487	3
STCO 462 or SCOM 460 <sup>4</sup>	3	Elective	3
Elective	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

#### Notes

<sup>1</sup>Refer to the list of approved general education electives at [www.liberty.edu/gened](http://www.liberty.edu/gened) before enrolling in foundational skills requirements

<sup>2</sup>HIUS 221, 222, or 223 is strongly recommended

<sup>3</sup>Course offered in online format

<sup>4</sup>Course offered in resident format