

Important: This degree plan is effective for those starting this degree program in fall 2019 through summer 2020. 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
Communication & Information Literacy (12 hours)¹				
ENGL 101	Composition & Rhetoric	3	_____	_____
_____	Communications Elective	3	_____	_____
_____	Information Literacy Elective	3	_____	_____
_____	Information Literacy Elective ²	3	_____	_____

Technological Solutions & Quantitative Reasoning (3-6 hours)¹

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

Critical Thinking (7 hours)¹

RLGN 104	Christian Life & Biblical Worldview ³	4	_____	_____
_____	Critical Thinking Elective	3	_____	_____

Civic & Global Engagement (3 hours)¹

_____	Cultural Studies Elective	3	_____	_____
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Social & Scientific Inquiry (6 hours)¹

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

Christianity & Contexts (8 hours)¹

BIBL 104	Survey of Old & New Testament	4	_____	_____
THEO 104	Introduction to Theology Survey ³	4	_____	_____

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

MAJOR

Core (36 hours)				
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	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	3	_____	_____
STCO 426	Creating Affiliate Loyalty in Digital Age	3	_____	_____
STCO 487	Agency/Field Projects	3	_____	_____

Cognate (9 hours)

STCO 357	Public Relations & Promotion Tactics	3	_____	_____
STCO 367	Best Practices: Strategic Comm. Mgmt.	3	_____	_____
STCO 372	Employee & Organizational Comm.	3	_____	_____

FREE ELECTIVES (30-36 hours)

_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____
_____	_____	-	_____	_____

Graduation Requirements

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

50% Of major taken through Liberty University

30 Hours must be completed through Liberty University

Grad App Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Notes

All applicable prerequisites must be met

¹Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in foundational skills requirements

²HIUS 221, 222, or 223 is strongly recommended

³Students 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

⁴Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at www.liberty.edu/gened

Suggested Course Sequence on second page

SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

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

SOPHOMORE YEAR

RLGN 104	4	THEO 104	4
Information Literacy Elective ^{1,2}	3	ARTS 224	3
ARTS 222	3	STCO 289	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
STCO 307	3	STCO 348	3
Elective	3	STCO 356	3
Elective	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

SENIOR YEAR

STCO 357	3	DMCA 499	3
STCO 367	3	STCO 487	3
STCO 372	3	Elective	3
STCO 426	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

Notes

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