

Important: This degree plan is effective for those starting this degree program in fall 2018 through summer 2019. 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/

CORE COMPETENCY REQUIREMENTS (44-47 hours)

Course		Hrs	Sem	Grade
Communication (6 hours)¹				
ENGL 101	Composition & Rhetoric	3	_____	_____
_____	Communications Elective	3	_____	_____

Math, Science & Technology (7-10 hours)¹

MATH ____	Math Elective (MATH 114 or higher)	3	_____	_____
_____	Natural Science Elective	3	_____	_____
_____	Technology Competency ²	0-3	_____	_____
UNIV 101	University Core Competencies	1	_____	_____

Information Literacy (7 hours)¹

INQR 101	Inquiry 101	1	_____	_____
_____	Composition Elective	3	_____	_____
_____	Information Literacy Elective ³	3	_____	_____

Critical Thinking (12 hours)¹

RSCH 201	Research 201	3	_____	_____
_____	Literature OR Philosophy Elective	3	_____	_____
_____	Social Science Elective	3	_____	_____
_____	Cultural Studies Elective	3	_____	_____

Christian Life & Thought (12 hours)^{1,4}

BIBL 105	Old Testament Survey	2	_____	_____
BIBL 110	New Testament Survey	2	_____	_____
EVAN 101	Evangelism & Christian Life	2	_____	_____
RLGN 105	Intr Bwvw/Contemp Moral Issues	2	_____	_____
THEO 201	Theology Survey I	2	_____	_____
THEO 202	Theology Survey II	2	_____	_____

Major Foundational Courses (0-3 hours)⁵

SCOM 110	Media & Culture	3	_____	_____
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MAJOR

Course		Hrs	Sem	Grade
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 (25-31 hours)

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

<p>Graduation Requirements</p> <p>120 Total Hours</p> <p>2.0 Overall grade point average</p> <p>30 Hours must be upper-level courses (300-400 level)</p> <p>Grade of 'C' Minimum required for all upper-level courses in the major</p> <p>50% Of major and cognate taken through Liberty University</p> <p>30 Hours must be completed through Liberty University</p> <p>Grad App Submission of Graduation Application must be completed within the last semester of a student's anticipated graduation date</p> <p>CSER All requirements must be satisfied before a degree will be awarded</p>

<p>Notes</p> <p>All applicable prerequisites must be met</p> <p>¹Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in core competency requirements</p> <p>²All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information</p> <p>³HUIS 221, 222 or 223 is strongly recommended</p> <p>⁴Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 and EVAN 101 waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 and THEO 202 waived</p> <p>⁵Major Foundational Courses can also fulfill General Education/Core Competency requirements as applicable</p> <p><i>Suggested Course Sequence on second page</i></p>
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SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR

First Semester		Second Semester	
ENGL 101	3	BIBL 105	2
EVAN 101	2	THEO 201	2
INQR 101	1	Communications Elective [SCOM 110] ¹	3
Math Elective ¹	3	Cultural Studies Elective ¹	3
Social Science Elective ¹	3	Natural Science Elective ¹	3
RLGN 105	2	Technology Competency ^{1,2}	0-3
UNIV 101	1	CSER	<u>0</u>
CSER	<u>0</u>	Total	13-16
Total	15		

SOPHOMORE YEAR

BIBL 110	2	Composition Elective ¹	3
RSCH 201	3	Information Literacy Elective ^{1,3}	3
THEO 202	2	Literature OR Philosophy Elective ¹	3
ARTS 222	3	ARTS 224	3
JOUR 225	3	STCO 289	3
CSER	<u>0</u>	CSER	<u>0</u>
Total	13	Total	15

JUNIOR YEAR

ARTS 319	3	STCO 346	3
STCO 307	3	STCO 348	3
Elective	3	STCO 356	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	CSER	<u>0</u>
CSER	<u>0</u>	Total	15
Total	18		

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	3	Elective	3
CSER	<u>0</u>	Elective	1
Total	15	CSER	<u>0</u>
		Total	16

Notes

All applicable prerequisites must be met

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

²All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information

³HIUS 221, 222 or 223 is strongly recommended