

**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 (39-42 hours)

Course		Hrs	Sem	Grade
<b>Communication (6 hours)<sup>1</sup></b>				
ENGL 101	Composition & Rhetoric	3	_____	_____
_____	Communications Elective	3	_____	_____

#### Math, Science & Technology (6-9 hours)<sup>1</sup>

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

#### Information Literacy (6 hours)<sup>1</sup>

_____	Composition Elective	3	_____	_____
_____	Information Literacy Elective <sup>2</sup>	3	_____	_____

#### Critical Thinking (9 hours)<sup>1</sup>

_____	Literature OR Philosophy Elective	3	_____	_____
_____	Social Science Elective	3	_____	_____
_____	Cultural Studies Elective	3	_____	_____

#### Christian Life & Thought (12 hours)<sup>1,3</sup>

BIBL 104	Survey of Old & New Testament	4	_____	_____
RLGN 104	Christian Life & Biblical Worldview	4	_____	_____
THEO 104	Introduction to Theology Survey	4	_____	_____

#### Major Foundational Courses (0-3 hours)<sup>4</sup>

SCOM 110	Media & Culture	3	_____	_____
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#### MAJOR

<u>Core (36 hours)</u>				
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)

JOUR 356	Social Media Writing	3	_____	_____
STCO 422	Social Media Development	3	_____	_____
STCO 462	Using the Social & Digital Future	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 Graduation Application must be completed within the last semester of a student's anticipated graduation date

#### 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 core competency 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>Major Foundational Courses can also fulfill General Education/Core Competency requirements as applicable

Suggested Course Sequence on second page

## SUGGESTED COURSE SEQUENCE

### FRESHMAN YEAR

First Semester		Second Semester	
BIBL 104	4	Composition Elective <sup>1</sup>	3
ENGL 101	3	Information Literacy Elective <sup>1,2</sup>	3
UNIV 104	0-3	Literature or Philosophy 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
Cultural Studies Elective <sup>1</sup>	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
JOUR 356	3	STCO 348	3
STCO 307	3	STCO 356	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	3	STCO 487	3
STCO 462	3	Elective	3
Elective	3	Elective	3
Elective	<u>3</u>	Elective	<u>3</u>
Total	15	Total	15

#### Notes

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