LIBERTY UNIVERSITY

Bachelor of Science in Strategic Communication
Social Media Management Cognate
2023-2024 Degree Completion Plan

Important: This degree plan is effective for those starting this degree program in fall 2023 through summer 2024. 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 (44-47 hours)

Course		Hrs	Sem	Grade
Communication & Information Literacy (13 hours)[1]				
ENGL 101	Composition & Rhetoric	3		
INQR 101	Inquiry 101	1		
_____	Communications Elective	3		
_____	Information Literacy Elective[2]	3		
_____	Information Literacy Elective	3		
Technological Solutions & Quantitative Reasoning (4-7 hours)[1]				
UNIV 101	Foundational Skills	1		
MATH ____	Math Elective (MATH 114 or higher)	3		
_____	Technology Competency[3]	0-3		
Critical Thinking (8 hours)[1]				
RLGN 105	Intr Bwvw/Contemp Moral Issues[4]	2		
RSCH 201	Research 201	3		
_____	Critical Thinking Elective	3		
Civic & Global Engagement (5 hours)[1]				
EVAN 101	Evangelism & Christian Life[4]	2		
_____	Cultural Studies Elective	3		
Social & Scientific Inquiry (6 hours)[1]				
_____	Natural Science Elective	3		
_____	Social Science Elective	3		
Christianity & Contexts (8 hours)[1]				
BIBL 105	Old Testament Survey	2		
BIBL 110	New Testament Survey	2		
THEO 201	Theology Survey I[4]	2		
THEO 202	Theology Survey II[4]	2		

Course		Hrs	Sem	Grade
Major Foundational Courses (0-3 hours)				
SCOM 110	Media & Culture[5]	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[6]			
or SCOM 212	Criticism of Popular Culture[7]	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[6]			
or SCOM 325	Interpersonal Communication[7]	3		
STCO 426	Creating Affiliate Loyalty in Digital Age[6]			
or SCOM 490	Crisis Comm. & Negotiation[7]	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			
or SCOM 460	Communication in the Marketplace[7]	3		

FREE ELECTIVES (25-31 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
25%	Of major and cognate 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
CSER	All requirements must be satisfied before a degree will be awarded

Notes
All applicable prerequisites must be met
[1]Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling in foundational skills requirements
[2]HIUS 221, 222 or 223 is strongly recommended
[3]All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information
[4]Students 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
[5]Courses may also fulfill select General Education Requirements. Please refer to the list of approved general education electives at www.liberty.edu/gened
[6]Course offered in online format
[7]Course offered in resident format
Suggested Course Sequence on second page

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		Information Literacy Elective[1]	3
Social Science Elective[1]	3		Natural Science Elective[1]	3
RLGN 105	2		Technology Competency[2]	0-3
UNIV 101	1		CSER	0
CSER	0		Total	13-16
	Total	15		

SOPHOMORE YEAR

BIBL 110	2		Critical Thinking Elective[1]	3
RSCH 201	3		Cultural Studies Elective[1]	3
THEO 202	2		Information Literacy Elective[1, 3]	3
ARTS 222	3		ARTS 224	3
JOUR 225	3		STCO 289[4] or SCOM 212[5]	3
CSER	0		CSER	0
	Total	13		Total	15

JUNIOR YEAR

ARTS 319	3		STCO 346	3
JOUR 356	3		STCO 348	3
STCO 307	3		STCO 356[4] or SCOM 325[5]	3
Elective	3		Elective	3
Elective	3		Elective	3
Elective	3		CSER	0
CSER	0		Total	15
	Total	18		

SENIOR YEAR

STCO 422	3		DMCA 499	3
STCO 426[4] or SCOM 490[5]	3		STCO 487	3
STCO 462 or SCOM 460[5]	3		Elective	3
Elective	3		Elective	3
Elective	3		Elective	3
CSER	0		Elective	1
	Total	15		CSER	0
				Total	16

Notes

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[3]HIUS 221, 222 or 223 is strongly recommended

[4]Course offered in online format

[5]Course offered in resident format