

Strategic, Legal and Management Communication - Advertising (B.A.)

The Strategic Communication major emphasizes comprehensive, goal-directed communication across multiple platforms designed to reach target audiences. Courses in the Advertising track help students develop persuasive messages designed to sell products, services, or ideas. Student opportunities include the Tom Burrell Chapter of the American Advertising Federation (AAF) as well as the Howard Entertainment Program.

IMPORTANT: Unless otherwise arranged, SOC required courses should be taken within the year designated. Electives and minor courses may be taken as available.

Freshman Year First Semester

Item #	Title	Credits
SCOM 102	Intro Comm Prof. Dev	1
SCOM 120	Digital Media Literacy	3
	ENGW 101/102/104	3
	Social Science Elective	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Math Requirement	3
	Sub-Total Credits	16

Freshman Year Second Semester

Item #	Title	Credits
SCOM 130	Ethical Issues in Comm.	3
SLMC 101	Principles of Speech	3
	ENGW 103/105	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Social Science Elective	3
	Health Education Requirement (Options: Courses under subject code HHPL)	1
	Sub-Total Credits	16

Sophomore Year First Semester

Item #	Title	Credits
	SLMC 202 or >MJFC 101	3
	English Elective (009 and Above)	3
	Philosophy	3
ECON 001	Principles of Economics I	3
	Health Education Requirement (Options: Courses under subject code HHPL)	1
	Sub-Total Credits	14

Sophomore Year Second Semester

Item #	Title	Credits
SLMC 210	Intro to Strategic Communication	3
SLMC 203	Principles of Persuasion	3
ECON 002	Principles of Economics II	3
	General Elective (Options: To be determined in consultation with advisor)	3
	General Elective (Options: To be determined in consultation with advisor)	3
	Sociology Elective	3
	Sub-Total Credits	18

Junior Year First Semester

Item #	Title	Credits
SLMC 301	Intercultural/International Communication	3
SLMC 321	Advertising Sales	3
SLMC 322	Advertising Copywriting and Design	3
	Psychology Requirement	3
	General Elective (Options: To be determined in consultation with advisor)	3
	Sub-Total Credits	15

Junior Year Second Semester

Item #	Title	Credits
SLMC 351	Advanced Public Speaking	3
SLMC 323	Advertising Research and Marketing	3
SLMC 324	Media Planning and Buying	3
	General Elective (Options: To be determined in consultation with advisor)	3
	General Elective (Options: To be determined in consultation with advisor)	3
	Sub-Total Credits	15

Senior Year First Semester

Item #	Title	Credits
SLMC 402	Practicum – Internship: Advertising (AD)	1
SLMC 410	Social Media & Integrated Marketing.	3
SLMC 491	CapComm Lab	3
	General Elective (Options: To be determined in consultation with advisor)	3
	African Diasporic Cluster	3
	Sub-Total Credits	13

Senior Year Second Semester

Item #	Title	Credits
	Communication Elective	1
	Communication Elective	3
	Social Science Elective	3
	General Elective (Options: To be determined in consultation with 3 advisor)	
	General Elective (Options: To be determined in consultation with 3 advisor)	
	Sub-Total Credits	13
	Total credits:	120

Category Descriptions

ENGW 101/102/104

Choose between ENGW 101, ENGW 102, OR ENGW 104

Social Science Elective

World Language and Culture Requirement (Options: See Elective Group Descriptions)

Foreign Language - Amharic*	3
Foreign Language - Arabic*	3
Foreign Language - Chinese*	3
Foreign Language - French*	3
Foreign Language - German	3
Foreign Language - Haitian Creole* (Options: Courses under code HACR)	3
Foreign Language - Spanish*	3
Foreign Language - Swahili*	3
Foreign Language - Wolof*	3

Math Requirement

ENGW 103/105

Health Education Requirement (Options: Courses under subject code HHPL)

SLMC 202 or >MJFC 101

English Elective (009 and Above)

Philosophy

General Elective (Options: To be determined in consultation with advisor)

Sociology Elective

Psychology Requirement

African Diasporic Cluster

African Studies Elective (Options: Courses under subject code 3
AFST)

Communication Elective

Communication Elective