

Communication Strategy and Design, B.S.

Note: This is a sample plan. Many students will choose to study abroad* and course availability will affect when courses are taken. Most courses can be taken in either the Fall or Spring and flexibility is essential when completing your degree.

MUST EARN 30 CREDITS PER YEAR

<u>Semester 1</u> ICC (SC, SO, HM, DV) OR WRTG 10600- Academic Writing 3-4 cr. ICSM- Ithaca Seminar 4 cr. STCM 10300- Intro to Strategic Communication 4 cr. STCM 11100- Presentation & Graphic Design 4 cr. Total Credits 15-16	<u>Semester 2</u> WRTG 10600- Academic Writing OR ICC (SC, SO, HM, DV) 4 cr. STCM 12300- Systemic Design 3 cr. ICC (SC, SO, HM, DV) OR Outside of Park Course 4 cr. ICC (SC, SO, HM, DV) OR Outside of Park Course 4 cr. Total Credits 15
<u>Semester 3</u> STCM 21000- Instructional Design (Fall only) 3 cr. STCM 20200- Career Pursuit 1 cr. MGMT 11100- Intro to Business OR STCM 20400- Leading Effective Teams 2 cr. ICC (SC, SO, HM, DV, WI) OR Outside of Park Course 4 cr. Outside of Park Liberal Arts Course 4 cr. Total Credits 14	<u>Semester 4</u> STCM 21100- Corporate Communication: Strategy and Design 3 cr. ICC (CA, SC, SO, HM, DV, WI) OR Outside of Park Course 4 cr. Area of Study Course ** 3 cr. MGMT 11100- Intro to Business OR STCM 20400- Leading Effective Teams 2 cr. Outside of Park Liberal Arts Course 4 cr. Total Credits 16
<u>Semester 5</u> STCM 28800- Research and Stats for STCM (ICC-QL) OR Outside of Park Course 4 cr. Area of Study Course ** 3 cr. Any Liberal Arts Course 4 cr. Any Liberal Arts Course 4 cr. Total Credits 15	<u>Semester 6</u> Area of Study Course ** 3 cr. Area of Study Course ** 3 cr. STCM 28800- Research and Stats for STCM (ICOR Outside of Park Course 4 cr. Any Liberal Arts Course 4 cr. Any Course 1-2 cr. Total Credits 15-16
<u>Semester 7</u> GCOM 43000- Connecting the Dots (Can be taken Fall or Spring senior year) 1 cr. STCM 45000- Communication Consulting Lab (Fall only) 3 cr. Area of Study Course ** 3 cr. Any Liberal Arts Course 4 cr. Any Liberal Arts Course 4 cr. Total Credits 15	<u>Semester 8</u> STCM 43400- Communication Strategy Lab (Spring only) 3 cr. Area of Study Course ** 3 cr. Any Liberal Arts Course 3-4 cr. Any Course as long as all other requirements met 3-4 cr. Any Course as long as all other requirements met 3-4 cr. Total Credits 15-17

***Area of Study Courses: Select a minimum of 18 credits with CSD attribute to apply to Area of Study- at least 12 credits must be at the 200 level or higher.*

**If planning to study abroad one or more semesters, please consider what courses can be taken in those areas and re-arrange your academic plan accordingly.*