

## 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

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| <p style="text-align: center;"><b><u>Semester 1</u></b></p> <p>ICC (SC, SO, HM, DV) <b>OR</b> WRTG 10600- Academic Writing 3-4 cr.</p> <p>ICSM- Ithaca Seminar 4 cr.</p> <p>STCM 10300- Intro to Strategic Communication 4 cr.</p> <p>STCM 11100- Presentation &amp; Graphic Design 4 cr.</p> <p style="text-align: right;"><b>Total Credits 15-16</b></p>  | <p style="text-align: center;"><b><u>Semester 2</u></b></p> <p>WRTG 10600- Academic Writing <b>OR</b> ICC (SC, SO, HM, DV) 4 cr.</p> <p>Area of Study Course ** 3-4 cr.</p> <p>ICC ( SC, SO, HM, DV) <b>OR</b> Outside of Park Course 4 cr.</p> <p>ICC ( SC, SO, HM, DV) <b>OR</b> Outside of Park Course 4 cr.</p> <p style="text-align: right;"><b>Total Credits 15-16</b></p>   |
| <p style="text-align: center;"><b><u>Semester 3</u></b></p> <p>STCM 21000- Instructional Design (Fall only) 3 cr.</p> <p>STCM 20200- Career Pursuit 1 cr.</p> <p>MGMT 11100- Intro to Business <b>OR</b> STCM 20400- Leading Effective Teams 2 cr.</p> <p>ICC (SC, SO, HM, DV, WI) <b>OR</b> Outside of Park Course 4 cr.</p> <p>Any course 4 cr.</p> <p style="text-align: right;"><b>Total Credits 14</b></p> | <p style="text-align: center;"><b><u>Semester 4</u></b></p> <p>STCM 21100- Corporate Communication: Strategy and Design 3 cr.</p> <p>ICC (CA, SC, SO, HM, DV, WI) <b>OR</b> Outside of Park Course 4 cr.</p> <p>Area of Study Course ** 3 cr.</p> <p>MGMT 11100- Intro to Business <b>OR</b> STCM 20400- Leading Effective Teams 2 cr.</p> <p>Any course 4 cr.</p> <p style="text-align: right;"><b>Total Credits 16</b></p>                             |
| <p style="text-align: center;"><b><u>Semester 5</u></b></p> <p>STCM 28800- Research and Stats for STCM (ICC-QL) <b>OR</b> Any course 4 cr.</p> <p>Area of Study Course ** 3 cr.</p> <p>STCM 30000- Crisis Communications (Fall only) 3 cr.</p> <p>Any Liberal Arts Course 4 cr.</p> <p style="text-align: right;"><b>Total Credits 14</b></p>   | <p style="text-align: center;"><b><u>Semester 6</u></b></p> <p>Area of Study Course ** 3 cr.</p> <p>Area of Study Course ** 3 cr.</p> <p>STCM 28800- Research and Stats for STCM (IC<b>OR</b> Any course 4 cr.</p> <p>Any Liberal Arts Course 4 cr.</p> <p>Any Course 1-2 cr.</p> <p style="text-align: right;"><b>Total Credits 15-16</b></p>   |
| <p style="text-align: center;"><b><u>Semester 7</u></b></p> <p>GCOM 43000- Connecting the Dots (Can be taken Fall or Spring senior year) 1 cr.</p> <p>STCM 45000- Communication Consulting Lab (Fall only) 3 cr.</p> <p>Area of Study Course ** 3 cr.</p> <p>Any Liberal Arts Course 4 cr.</p> <p>Any Liberal Arts Course 4 cr.</p> <p style="text-align: right;"><b>Total Credits 15</b></p>                   | <p style="text-align: center;"><b><u>Semester 8</u></b></p> <p>STCM 43400- Communication Strategy Lab (Spring only) 3 cr.</p> <p>Any Course as long as all other requirements met 3 cr.</p> <p>Any Course as long as all other requirements met 3-4 cr.</p> <p>Any Course as long as all other requirements met 3-4 cr.</p> <p>Any Course as long as all other requirements met 3-4 cr.</p> <p style="text-align: right;"><b>Total Credits 15-17</b></p> |

*\*\*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.*