Bachelor of Science

Communication with a Major in Strategic Communication (BS)

Carla Harrell, Chief Departmental Advisor
Brendan O’Hallarn, Program Director

Requirements

Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written) 6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral) 3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math) 3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language) 0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information) 3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior) 3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity) 3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret) 3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature) 3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy) 3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature) 8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact) 3

COMM 101R is required to fulfill the Oral Communication requirement.
STAT 130M is required to fulfill the Mathematics requirement (BS only).
COMM 270A/THEA 270A may not be used to satisfy the Human Creativity requirement.
The Information Literacy and Research requirement may be met in the major with COMM 272G.
The Impact of Technology requirement may be met in the major with COMM 280T or COMM 372T.

For the Language and Culture requirement, BA students must have competence through the 202 level (competence is not met by completion of the associate degree); BS students must have competence at the 102 level.

Upper-Division General Education

- Option A. Approved Minor, 12-24 hours; also second degree or second major
- Option B. Interdisciplinary Minor, 12 hours specified by the department, 3 of which may be in the major area of study
- Option C. An approved certification program such as teaching licensure
- Option D. Six Hours of Upper-Division Courses from outside the College of Arts and Letters or from the Arts and Humanities Component within the College of Arts and Letters that are not required by the major (6 hours).

Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

Communication Core

BS Core Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 200S</td>
<td>Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 260</td>
<td>Understanding Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 301</td>
<td>Critical Methodologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 302</td>
<td>Communication Research Methods I</td>
<td>3</td>
</tr>
<tr>
<td>COMM writing intensive (W) course (see the major areas for appropriate selection)</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

BS Additional Core Requirements

Six hours of approved 300/400-level social science courses 6

Total Credit Hours 21

Strategic Communication Major

Ted Gournelos, Program Director

Choose nine courses (27 credit hours): three courses (9 credit hours) from Foundations and six courses (18 credit hours) from Applied Theories. Students may also take classes from the Foundations list and apply them to Applied Theories if those classes were not used for Foundations. The Senior Experience can be met by completing an internship, participating in the digital strategies firm ROAR (COMM 490), by doing a research practicum, or by enrolling in the Capstone course (COMM 433). Identity and Inclusion requirement may be met with any course that meets this requirement from any major in the Communication and Theatre Arts department. Students should check with their advisor for additional course options to meet the Identity and Inclusion requirement.

General Education

Complete lower-division requirements 35-47
Complete upper-division requirements (minimum of 6 credit hours) 6

Communication Core

Complete communication core requirements 21

Foundations

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 303</td>
<td>Introduction to Strategic Communications</td>
<td>3</td>
</tr>
<tr>
<td>COMM 308W or COMM 478</td>
<td>Strategic Communications Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 368</td>
<td>Internship (with approval of program director)</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 490</td>
<td>Advanced Strategic Communications</td>
<td></td>
</tr>
</tbody>
</table>

Applied Theories

Select six of the following: 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 309</td>
<td>Media Relations</td>
<td></td>
</tr>
<tr>
<td>COMM 310</td>
<td>Strategic Communications Campaigns</td>
<td></td>
</tr>
<tr>
<td>COMM 311</td>
<td>Strategic Communications Tactics</td>
<td></td>
</tr>
<tr>
<td>COMM 323</td>
<td>Leadership and Events Management</td>
<td></td>
</tr>
<tr>
<td>COMM 333</td>
<td>Persuasion</td>
<td></td>
</tr>
</tbody>
</table>

1 Communication with a Major in Strategic Communication (BS)
Communication classes beyond the core course requirements listed above. Students pursuing either the BA or the BS degree are required to take 10 Additional Communication Major Courses. Majors must maintain a 2.0 GPA or better in the major in order to graduate. Departmental Requirements and should not enroll in their degree. For more information please reach out to the Senior Experience Coordinator, Alison Lietzenmayer. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. For more information please reach out to the Senior Experience Coordinator, Alison Lietzenmayer. All students majoring in programs in Communication, Dance, and Theatre are required to complete a Senior Experience as part of their degree. Senior Experiences are designed as stepping stones for students to apply knowledge and skills accrued throughout their coursework toward preparing for future careers. Senior Experience course options will vary by major but include options for an internship, a study abroad experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more information. Students become eligible for Senior Experience options once they have completed a minimum of one three-credit course, a senior capstone, or more specialized experiences within students' careers. Senior Experience course options will vary by major but include options for an internship, a study abroad experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more information. Students become eligible for Senior Experience options once they have completed a minimum of one three-credit course, a senior capstone, or more specialized experiences within students' careers. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. Additional Requirements and Information

**COMM Elective**

Complete COMM elective  

| Total Credit Hours | 92-104 |

1 Students may also take classes from the Foundations list and apply them to Applied Theories if those classes were not used for Foundations.

Elective credit will be needed to meet the minimum requirement of 120 credit hours.

**Additional Requirements and Information**

ALL students majoring in programs in Communication, Dance, and Theatre are required to complete a Senior Experience as part of their degree. Senior Experiences are designed as stepping stones for students to apply knowledge and skills accrued throughout their coursework toward preparing for future careers. Senior Experience course options will vary by major but include options for an internship, a study abroad experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more information. Students become eligible for Senior Experience options once they have completed a minimum of one three-credit course, a senior capstone, or more specialized experiences within students' careers. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. For more information please reach out to the Senior Experience Coordinator, Alison Lietzenmayer.

ALL students majoring in programs in Communication, Dance, and Theatre must complete a minimum of one three-credit Identity and Inclusion course as part of their curriculum studies to graduate with a degree from the department. This course can either fulfill an applied theories course within a student's area or count as an elective toward their 120-credits needed to earn their degree. Cinema & TV Production students need to complete COMM 271 Introduction to Filmmaking prior to enrollment in any Foundations course, and should not enroll in COMM 269. Departmental Requirements

Majors must maintain a 2.0 GPA or better in the major in order to graduate.

**Additional Communication Major Courses**

Students pursuing either the BA or the BS degree are required to take 10 Communication classes beyond the core course requirements listed above (these courses include the Senior Experience and Identity & Inclusion requirements listed above). Nine of those 10 courses (27 credit hours) must be in the student's selected major (see major details below). One course (3 credit hours) may be 100-200 level and/or from any major area.

The Senior Experience requirement in the Communication program (which includes the Cinema & TV Production major, Communication Studies major, Media Studies major, Professional Communication major, and Strategic Communication major) can be achieved by completing opportunities such as the following:

**Internship**

COMM 368 Internship  

**Study Abroad**

COMM 300 International Sojourning  
COMM 324 British Media in London  
COMM 440 Documentary Filmmaking Study Abroad  

**Service Learning**

Approved Service Learning Courses (varies by semester)

**Capstone**

COMM 433 Capstone  

**Research Practicum**

COMM 369 Research Practicum  
COMM 469 Communication Education Practicum  

**ROAR**

COMM 490 Advanced Strategic Communications (available only for Strategic Communication majors)  

**COMM Cinema & TV Production Majors may also choose from:**

COMM 439 WHRO Production  
COMM 482 Screenwriting II  
COMM 483 Advanced Video Project  
COMM 486 Advanced Filmmaking  
COMM 493 Feature Film Production  

**Communication Electives**

Select one COMM elective (3 credit hours), which may be any COMM class that is not in the student's major in addition to the following.

**COMM Elective**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 336</td>
<td>Field Study in Strategic Communication</td>
</tr>
<tr>
<td>COMM 395</td>
<td>Topics in Communication (with approval of program director)</td>
</tr>
<tr>
<td>COMM 403</td>
<td>Public Relations and Crisis Communications</td>
</tr>
<tr>
<td>COMM 404</td>
<td>Strategic Communications and Emergency Management</td>
</tr>
<tr>
<td>COMM 433</td>
<td>Capstone</td>
</tr>
<tr>
<td>COMM 445</td>
<td>Communication Analysis and Criticism</td>
</tr>
<tr>
<td>COMM 454</td>
<td>Strategic Communications Case Studies</td>
</tr>
<tr>
<td>COMM 455</td>
<td>Critical Analysis of Journalism or ENGL 383 Digital Journalism</td>
</tr>
<tr>
<td>COMM 456</td>
<td>Organizations and Social Influence</td>
</tr>
<tr>
<td>COMM 457</td>
<td>Market Research</td>
</tr>
<tr>
<td>COMM 460</td>
<td>Social Marketing</td>
</tr>
<tr>
<td>COMM 462</td>
<td>Sport and Strategic Communication</td>
</tr>
<tr>
<td>COMM 472</td>
<td>New Media Topics: Theories and Practices</td>
</tr>
<tr>
<td>COMM 484</td>
<td>Strategic Media Design and Production</td>
</tr>
<tr>
<td>COMM 491</td>
<td>Communication and Activism</td>
</tr>
<tr>
<td>COMM 494</td>
<td>Entrepreneurship and Public Relations</td>
</tr>
<tr>
<td>COMM 495</td>
<td>Topics in Communication (with approval of program director)</td>
</tr>
<tr>
<td>MKTG 402</td>
<td>Consumer Behavior</td>
</tr>
</tbody>
</table>

**COMM Elective**

Complete COMM elective  

| Total Credit Hours | 92-104 |

1 Students may also take classes from the Foundations list and apply them to Applied Theories if those classes were not used for Foundations.

**Additional Requirements and Information**

ALL students majoring in programs in Communication, Dance, and Theatre are required to complete a Senior Experience as part of their degree. Senior Experiences are designed as stepping stones for students to apply knowledge and skills accrued throughout their coursework toward preparing for future careers. Senior Experience course options will vary by major but include options for an internship, a study abroad experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more information. Students become eligible for Senior Experience options once they have completed a minimum of one three-credit course, a senior capstone, or more specialized experiences within students' careers. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. Additional Requirements and Information

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</tr>
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<tbody>
<tr>
<td>COMM 103R</td>
<td>Voice and Diction</td>
</tr>
<tr>
<td>COMM 112R</td>
<td>Introduction to Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 195</td>
<td>Topics in Communication</td>
</tr>
<tr>
<td>COMM 225</td>
<td>Introduction to Production Technology</td>
</tr>
<tr>
<td>COMM 269</td>
<td>Visual Storytelling</td>
</tr>
<tr>
<td>COMM 270A</td>
<td>Film Appreciation</td>
</tr>
<tr>
<td>COMM 271</td>
<td>Introduction to Filmmaking</td>
</tr>
<tr>
<td>COMM 272G</td>
<td>Digital Literacy</td>
</tr>
<tr>
<td>COMM 280T</td>
<td>Entertainment Technologies</td>
</tr>
<tr>
<td>COMM 295</td>
<td>Topics in Communication</td>
</tr>
<tr>
<td>COMM 304</td>
<td>Advanced Public Speaking</td>
</tr>
<tr>
<td>COMM 307</td>
<td>Understanding European Film</td>
</tr>
<tr>
<td>COMM 321</td>
<td>Production Management for Television and Stage</td>
</tr>
<tr>
<td>COMM 324</td>
<td>British Media in London</td>
</tr>
<tr>
<td>COMM 325</td>
<td>Sound Design for Stage and Camera</td>
</tr>
<tr>
<td>COMM 331</td>
<td>Argumentation and Debate</td>
</tr>
<tr>
<td>COMM 332</td>
<td>Making African-American Cinema</td>
</tr>
<tr>
<td>COMM 337</td>
<td>Model League of Arab States</td>
</tr>
<tr>
<td>COMM 341</td>
<td>Lighting Design for Stage and Film</td>
</tr>
<tr>
<td>COMM 349</td>
<td>Costume Design for Stage and Camera</td>
</tr>
<tr>
<td>COMM 354</td>
<td>Drafting and Rendering for Stage and Screen</td>
</tr>
</tbody>
</table>

**Communication with a Major in Strategic Communication (BS)**
COMM 356 Silhouette Animation 3
COMM 357 Claymation 3
COMM 359 Costume Crafts 3
COMM 364 Radio 3
COMM 365 Electronic News 3
COMM 366 Public Journalism in the Digital Age 3
COMM 367 Cooperative Education 1-3
COMM 369 Research Practicum 3
COMM 370 The Video Project 3
COMM 382 Reporting News for Television and Digital Media 3
COMM 453 Voice Over 3
COMM 461 Arts Administration 3
COMM 469 Communication Education Practicum 3

Writing Intensive Requirement
Communication majors must complete at least one writing intensive course in the major from the following courses:

COMM 308W Strategic Communications Writing 3
COMM 315W Sex, Gender, and Communication 3
COMM 335W Rhetorical Criticism 3
COMM 400W Intercultural Communication 3
COMM 412W Intercultural Communication Theory and Research 3
COMM 447W Electronic Media Law and Policy 3
COMM 471W International Film History 3
COMM 479W American Film History 3

Internships and Practicum courses
Students may apply three credit hours of COMM 368 Internship toward their major credit hours. Three additional credit hours may count as elective credits toward the overall total credit hour count for the degree. In addition, students may apply only six credits total from the following classes toward the major:

COMM 368 Internship 3-6
COMM 369 Research Practicum 3
COMM 469 Communication Education Practicum 3

Special Topics in Communication Courses and Communication Tutorials
Special Topics in Communication courses and Communication Tutorials courses may be included in a given major when and where appropriate and as approved by the student’s communication advisor:

COMM 395 Topics in Communication 1-3
COMM 396 Topics in Communication 1-3
COMM 495 Topics in Communication 1-3
COMM 496 Topics in Communication 1-3
COMM 497 Tutorial Work in Special Topics in Communication 1-3

Degree Program Guide
The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.
Upper-Division General Education Course or Minor

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
</tr>
</tbody>
</table>

Senior

Fall

- Applied Theories course in Major Area: 3
- Applied Theories course in Major Area: 3
- Senior Experience Course: 3
- COMM Writing Intensive Course: 3
- Elective course (or Professional Communication elective course if choose Professional Communication major): 3

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
</tr>
</tbody>
</table>

Spring

- Elective courses (or Professional Communication elective courses if choose Professional Communication major): 9
- Applied Theories course in Major Area: 3
- Elective course: 1

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
</tr>
</tbody>
</table>

Total Credit Hours: 120

1 Please consult list of Senior Experience options relevant to each major.

Linked BA/BS in Communication and MA in Lifespan and Digital Communication

The linked bachelor's/master's degree in communication/lifespan and digital communication is administered by the Communication and Theatre Arts Department. The purpose of this option is to allow exceptional majors in communication to count up to 12 hours of 500-level graduate coursework towards both the BA or BS in communication and, if accepted, the MA in lifespan and digital communication. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credits for the undergraduate degree and 30 discrete credits for the graduate degree). For more information, please contact Dr. Gary Beck.

Linked BA/BS in Communication and MA in Humanities

Please refer to the Humanities section of this Catalog for information on the linked program leading to a BA or BS in communication and an MA in humanities.

Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.