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/ITHEA 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>Units</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>3</td>
<td></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>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 303</td>
<td>Introduction to Strategic Communications</td>
<td>3</td>
</tr>
<tr>
<td>COMM 308W</td>
<td>Strategic Communications Writing</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 478</td>
<td>Media Marketing and Promotion</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>Units</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)
COMM 336  Field Study in Strategic Communication
COMM 395  Topics in Communication (with approval of program director)
COMM 403  Public Relations and Crisis Communications
COMM 404  Strategic Communications and Emergency Management
COMM 433  Capstone
COMM 445  Communication Analysis and Criticism
COMM 454  Strategic Communications Case Studies
COMM 455  Critical Analysis of Journalism or ENGL 383 Digital Journalism
COMM 456  Organizations and Social Influence
COMM 457  Market Research
COMM 460  Social Marketing
COMM 462  Sport and Strategic Communication
COMM 472  New Media Topics: Theories and Practices
COMM 484  Strategic Media Design and Production
COMM 491  Communication and Activism
COMM 494  Entrepreneurship and Public Relations
COMM 495  Topics in Communication (with approval of program director)
MKTG 402  Consumer Behavior

**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/away 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 options. Students become eligible for Senior Experience options once they reach 90 credits or with permission of the Senior Experience Coordinator. 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 103R  Voice and Diction  
COMM 112R  Introduction to Interpersonal Communication  
COMM 195  Topics in Communication  
COMM 225  Introduction to Production Technology  
COMM 269  Visual Storytelling  
COMM 270A  Film Appreciation  
COMM 271  Introduction to Filmmaking  
COMM 272G  Digital Literacy  
COMM 280T  Entertainment Technologies  
COMM 295  Topics in Communication  
COMM 304  Advanced Public Speaking  
COMM 307  Understanding European Film  
COMM 321  Production Management for Television and Stage  
COMM 324  British Media in London  
COMM 325  Sound Design for Stage and Camera  
COMM 331  Argumentation and Debate  
COMM 332  Making African-American Cinema  
COMM 337  Model League of Arab States  
COMM 341  Lighting Design for Stage and Film  
COMM 349  Costume Design for Stage and Camera  
COMM 354  Drafting and Rendering for Stage and Screen

Communication with a Major in Strategic Communication (BS)  

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<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>103R</td>
<td>Voice and Diction</td>
</tr>
<tr>
<td>112R</td>
<td>Introduction to Interpersonal Communication</td>
</tr>
<tr>
<td>195</td>
<td>Topics in Communication</td>
</tr>
<tr>
<td>225</td>
<td>Introduction to Production Technology</td>
</tr>
<tr>
<td>269</td>
<td>Visual Storytelling</td>
</tr>
<tr>
<td>270A</td>
<td>Film Appreciation</td>
</tr>
<tr>
<td>271</td>
<td>Introduction to Filmmaking</td>
</tr>
<tr>
<td>272G</td>
<td>Digital Literacy</td>
</tr>
<tr>
<td>280T</td>
<td>Entertainment Technologies</td>
</tr>
<tr>
<td>295</td>
<td>Topics in Communication</td>
</tr>
<tr>
<td>304</td>
<td>Advanced Public Speaking</td>
</tr>
<tr>
<td>307</td>
<td>Understanding European Film</td>
</tr>
<tr>
<td>321</td>
<td>Production Management for Television and Stage</td>
</tr>
<tr>
<td>324</td>
<td>British Media in London</td>
</tr>
<tr>
<td>325</td>
<td>Sound Design for Stage and Camera</td>
</tr>
<tr>
<td>331</td>
<td>Argumentation and Debate</td>
</tr>
<tr>
<td>332</td>
<td>Making African-American Cinema</td>
</tr>
<tr>
<td>337</td>
<td>Model League of Arab States</td>
</tr>
<tr>
<td>341</td>
<td>Lighting Design for Stage and Film</td>
</tr>
<tr>
<td>349</td>
<td>Costume Design for Stage and Camera</td>
</tr>
<tr>
<td>354</td>
<td>Drafting and Rendering for Stage and Screen</td>
</tr>
<tr>
<td>368</td>
<td>Internship</td>
</tr>
<tr>
<td>369</td>
<td>Research Practicum</td>
</tr>
<tr>
<td>433</td>
<td>Capstone</td>
</tr>
<tr>
<td>439</td>
<td>WHRO Production</td>
</tr>
<tr>
<td>482</td>
<td>Screenwriting II</td>
</tr>
<tr>
<td>483</td>
<td>Advanced Video Project</td>
</tr>
<tr>
<td>486</td>
<td>Advanced Filmmaking</td>
</tr>
<tr>
<td>493</td>
<td>Feature Film Production</td>
</tr>
</tbody>
</table>
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
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  Interpersonal 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

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 308W</td>
<td>Strategic Communications Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 315W</td>
<td>Sex, Gender, and Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 335W</td>
<td>Rhetorical Criticism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 400W</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 368</td>
<td>Internship</td>
<td>3-6</td>
</tr>
<tr>
<td>COMM 369</td>
<td>Research Practicum</td>
<td>3</td>
</tr>
<tr>
<td>COMM 469</td>
<td>Communication Education Practicum</td>
<td>3</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 395</td>
<td>Topics in Communication</td>
<td>1-3</td>
</tr>
<tr>
<td>COMM 396</td>
<td>Topics in Communication</td>
<td>1-3</td>
</tr>
<tr>
<td>COMM 495</td>
<td>Topics in Communication</td>
<td>1-3</td>
</tr>
<tr>
<td>COMM 496</td>
<td>Topics in Communication</td>
<td>1-3</td>
</tr>
<tr>
<td>COMM 497</td>
<td>Tutorial Work in Special Topics in Communication</td>
<td>1-3</td>
</tr>
</tbody>
</table>

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.

Course  Title  Credit Hours
Freshman
Fall
ENGL 110C  English Composition (Grade of C or better required)  3
Human Creativity (May not use COMM 270A / THEA 270A)  3
Human Behavior (COMM 200S may not be used)  3
Elective or Language and Culture I (May be waived; See requirement details)  3
COMM 101R  Public Speaking  3

Credit Hours  15

Spring
Interpreting the Past  3
Mathematical Skills: STAT 130M Required  3
Information Literacy and Research (can be met by COMM 272G)  3
Elective or Language and Culture II (May be waived; See requirement details)  3
COMM 260  Understanding Media  3

Credit Hours  15

Sophomore
Fall
ENGL 211C  or ENGL 231C  Writing, Rhetoric, and Research (Grade of C or better required)
or Writing, Rhetoric, and Research, Special Topics  3
Nature of Science I  4
Philosophy and Ethics  3
COMM Elective  3
COMM 200S  Introduction to Human Communication  3

Credit Hours  16

Spring
Literature  3
Nature of Science II  4
Impact of Technology (Can be met with COMM 280T or Comm 372T)  3
Foundation Course in Major Area  3
COMM 302  Communication Research Methods I  3

Credit Hours  16

Junior
Fall
Foundation course in Major Area  3
Applied Theories or Foundations course in Major Area (depending on major selected)  3
300/400-level Social Science course  3
COMM 301  Critical Methodologies  3
Upper-Division General Education Course or Minor  3

Credit Hours  16

Spring
Applied Theories course in Major Area  3
Applied Theories course in Major Area  3
Applied Theories course in Major Area  3
300/400-level Social Science course  3
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.