

STRATEGIC COMMUNICATION (B.S.) - STRATEGIC COMMUNICATIONS - ONLINE

Important: This degree plan is effective for those starting this degree program in fall 2024 through summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

General Education/Foundational Skills Requirements

Code	Title	Hours
Communication & Information Literacy ¹		
ENGL 101	Composition and Rhetoric	3
	Communications Elective	3
	Information Literacy Elective ²	3
	Information Literacy Elective	3
Technological Solutions & Quantitative Reasoning ¹		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Math Elective MATH 114 or higher	3
Critical Thinking ¹		
RLGN 104	Christian Life and Biblical Worldview ³	4
	Critical Thinking Elective	3
Civic & Global Engagement ¹		
	Cultural Studies Elective	3
Social & Scientific Inquiry ¹		
	Natural Science Elective	3
	Social Science Elective	3
Christianity & Contexts ¹		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey ³	4
Total Hours		39-42

¹ Refer to the list of approved general education electives before enrolling in foundational skills requirements

² HIUS 221, HIUS 222, or HIUS 223 is strongly recommended

³ Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

Major Requirements

Code	Title	Hours
Major Foundational Courses		
SCOM 110	Media and Culture ¹	3
Total Hours		3

¹ Course may fulfill select general education requirements

Code	Title	Hours
Major Core		
ARTS 222	Introduction to Graphic Design	3
ARTS 224	Media Design	3
ARTS 319	Mobile & Interactive Technology Applications	3
DMCA 499	Internship	3
JOUR 225	Media Writing	3
STCO 289	Digital Promotion Technologies and Application ^{1,2}	3
	or SCOM 212 Criticism of Popular Culture	
STCO 307	Strategic Communication	3
STCO 346	Persuasive Advertising and Storytelling	3
STCO 348	Strategic Social Media	3
STCO 356	Digital/Social/Mobile Communication Strategies ^{1,2}	3
	or SCOM 325 Interpersonal Communication	
STCO 426	Creating Affiliate Loyalty in a Digital Age ^{1,2}	3
	or SCOM 490 Crisis Communication and Negotiation	
STCO 487	Agency/Field Projects	3
Total Hours		36

¹ STCO 289 Digital Promotion Technologies and Application (3 c.h.), STCO 356 Digital/Social/Mobile Communication Strategies (3 c.h.), STCO 426 Creating Affiliate Loyalty in a Digital Age (3 c.h.) are offered in the online format

² SCOM 212 Criticism of Popular Culture (3 c.h.), SCOM 325 Interpersonal Communication (3 c.h.), and SCOM 490 Crisis Communication and Negotiation (3 c.h.) are offered in the resident format

Code	Title	Hours
Cognate		
STCO 357	Public Relations and Promotion Tactics	3
STCO 367	Best Practices: Strategic Communications Management	3
STCO 372	Employee and Organizational Communication ¹	3
	or SCOM 360 Leadership Communication	
Total Hours		9

¹ SCOM 360 Leadership Communication (3 c.h.) is offered in the resident format

Code	Title	Hours
Free Electives		
	Choose 30-36 credit hours of Free Electives	30-36
Total Hours		30-36

All applicable prerequisites must be met

Graduation Requirements

- 120 Total hours
- 2.0 Overall grade point average
- 30 Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major
- 25% Of major and cognate taken through Liberty University
- 30 Hours must be completed through Liberty University

- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Course Sequence

Course	Title	Hours
First Year		
First Semester		
BIBL 104	Survey of Old and New Testament	4
ENGL 101	Composition and Rhetoric	3
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Communications Elective (SCOM 110) ¹	3
	Social Science Elective ¹	3
Hours		13-16
Second Semester		
	Cultural Studies Elective ¹	3
	Critical Thinking Elective ¹	3
	Information Literacy Elective ¹	3
	MATH Elective ¹	3
	Natural Science Elective ¹	3
Hours		15
Second Year		
First Semester		
RLGN 104	Christian Life and Biblical Worldview	4
	Information Literacy Elective ^{1,2}	3
ARTS 222	Introduction to Graphic Design	3
JOUR 225	Media Writing	3
	Elective	3
Hours		16
Second Semester		
THEO 104	Introduction to Theology Survey	4
ARTS 224	Media Design	3
STCO 289	Digital Promotion Technologies and Application ^{3,4}	3
	or SCOM 212 Application ^{3,4}	
	or Criticism of Popular Culture	
	Elective	3
	Elective	3
Hours		16
Third Year		
First Semester		
ARTS 319	Mobile & Interactive Technology Applications	3
STCO 307	Strategic Communication	3
	Elective	3
	Elective	3
	Elective	3
Hours		15
Second Semester		
STCO 346	Persuasive Advertising and Storytelling	3
STCO 348	Strategic Social Media	3

Course	Title	Hours
STCO 356	Digital/Social/Mobile Communication Strategies ^{3,4}	3
	or SCOM 325	
	or Interpersonal Communication	
	Elective	3
	Elective	3
Hours		15
Fourth Year		
First Semester		
STCO 357	Public Relations and Promotion Tactics	3
STCO 367	Best Practices: Strategic Communications Management	3
STCO 372	Employee and Organizational Communication ⁴	3
	or SCOM 360	
	or Leadership Communication	
STCO 426	Creating Affiliate Loyalty in a Digital Age ^{3,4}	3
	or SCOM 490	
	or Crisis Communication and Negotiation	
	Elective	3
Hours		15
Second Semester		
DMCA 499	Internship	3
STCO 487	Agency/Field Projects	3
	Elective	3
	Elective	3
	Elective	3
Hours		15
Total Hours		120-123

¹ Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling foundational skills requirements.

² HIUS 221, HIUS 222, or HIUS 223 is strongly recommended.

³ Course offered in the online format.

⁴ Course offered in the resident format.