

Strategic Communication – Advertising, B.A. Associate of Arts

2025-2026 Catalog

Semester 1 – LC		Semester 2 – LC		
YEAR 1	Core ENGL 1301 Composition I	3	Core ENGL 1302 Composition II	3
	Core American History	3	Core American History	3
	Core Mathematics	3	Core Social & Behavioral Science	3
	Core EDUC 1200 Learning Frameworks	2	Core SPCH 1321 Business & Professional Comm	3
	Foreign Language	4	Foreign Language / CLASS Block	4
Semester 3 – LC		Semester 4 – LC		
YEAR 2	Core GOVT 2305 Federal Government	3	Core GOVT 2306 Texas Government	3
	Core Life & Physical Science	4	Core Life & Physical Science	3
	Core KINE 1164 Intro to Physical Fitness	1	Core Creative Arts	3
	General Elective	3	General Elective	3
	Core Foreign Language	3	Foreign Language	3
Semester 5 – UH		Semester 6 – UH		
YEAR 3	COMM 1303 Writing for Communicators	3	COMM 2311 Writing for Print & Digital Media	3
	COMM 1307 Intro to Mass Communication	3	COMM 3360 Principles of Strategic Comm	3
	CLASS Diversity Course	3	CLASS Block Course	3
	Minor Course	3	Minor Course	3
	Minor Course	3	Minor Course	3
Semester 7 – UH		Semester 8 – UH		
YEAR 4	COMM 3361 Advertising Copywriting	3	COMM 4360 Media Planning & Placement	3
	COMM 3369 Strategic Communication Writing	3	COMM 4366 Advertising Account Planning	3
	Approved Advanced Elective (see advisor)	3	Strategic Communication Capstone	3
	Approved Advanced Elective (see advisor)	3	Approved Advanced Elective (see advisor)	3
	Minor Course	3	Minor Course	3

See reverse for additional information

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UH Transfer Rules

- Courses taken at LC must be completed with a C- or better.
- A maximum of 66 lower-level transfer credits can be used towards a UH bachelor's degree.
- A maximum of 2 credit hours in physical activity courses can transfer.

Major Requirements

- **B.A. Foreign Language:** complete 6 hours of 2000-level foreign language courses. This can also be fulfilled in part or full through credit by examination.
- **CLASS Block:** complete 6 hours of CLASS coursework in two different fields outside of the major subject that does not overlap with core curriculum, B.A. foreign language, major, or minor requirements. Approved subjects include ECON, ENGL (excluding 2311), GEOG, GOVT, HIST, PHIL, PSYC (excluding 2314), SOCI, or SPAN.
- **CLASS Diversity:** complete an approved diversity course (see UH catalog).
- **Minor:** complete a minor or approved substitute. No more than 6 hours of major coursework can be used towards the minor.
- Complete all COMM courses and SPCH 1321 with a C or better.

From CLASS to Careers

Students who graduate with a degree in Communications can pursue a large variety of careers and graduate programs. Recent graduates are employed in the following careers:

- Marketing Manager
- Public Relations Specialist and Manager
- Market Research Analyst and Marketing Specialist
- Business Operations Specialist
- Producer and Director
- Training and Development Specialist
- News Analyst, Reporter, and Journalist
- Web Developer
- Audio and Video Technician

The transferable skills students develop during their undergraduate career are important for future career and graduate school opportunities. Some of the skills recent graduates have emphasized include:

- Customer Service
- Microsoft Office (Word, Excel, PowerPoint)
- Communication
- Sales
- Management and Leadership
- Social Media
- Event Planning

The estimated wage of Communication graduates is \$75,300.