

**Guided Pathway
Junior and Senior Years
Bachelor of Science
majoring in Integrative Studies with a focus in
Strategic Corporate Communication**

Effective Fall 2018

Assumes student completed the university core curriculum plus 18 additional credit hours during the Freshman and Sophomore years.

Junior Year ('18-19)

FALL SEMESTER	SPRING SEMESTER
COMM 2020 Interpersonal Communication (3 CH) – online course	COMM 3720 Small Group Communication (3 CH)
JOUR 2000 Principles of Advertising and Public Relations (3 CH)	MKTG 4280 Global Marketing OR COMM 3320 Conflict Management
MGMT 3720 Organizational Behavior (3 CH)	JOUR 4270 Strategic Social Media (3 CH)
MKTG 3010 Professional Selling (3 CH)	*Upper level elective (3 CH)
*Upper level elective (3 CH)	*Elective (3 CH)

Senior Year

FALL SEMESTER	SPRING SEMESTER
COMM 3120 Non-verbal Communication (3 CH)	COMM 3920 Organizational Communication (3 CH)
JOUR 3410 Public Relations for Non-Profits	JOUR 4210 Mass Media Topics (3 CH)
MKTG 3650 Foundations of Marketing Practice (3 CH)	UCRS 4800 Internship in Strategic Corporate Communication (3 CH)
MGMT 4470 Leadership (3 CH)	*Elective (3 CH)
*Elective (3 CH)	*Elective (3 CH)

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

* Electives may be selected from courses offered in Frisco or online courses.

NOTE: This plan includes three concentrations within the Integrative Studies major: Communication Studies, Journalism, and Business. If so desired, a student could develop a different plan by substituting a Psychology concentration in place of Communication Studies. The student could also select to replace the Journalism and/or Business concentration(s) with a concentration in International Studies; Kinesiology; Recreation, Event and Sports Management; or Merchandising, Hospitality, and Tourism.