

COMMUNICATION STRATEGY AND DESIGN - B.S.

Summary

Code	Title	Credits
	Major Core Requirements	50
	Integrative Core Curriculum (ICC) Requirements and Other Electives ^{1, 2}	70
	Total Credits	120

¹ This major is approved to fulfill the Integrative Core Curriculum (<https://catalog.ithaca.edu/undergrad/programsaz/integrative-core-curriculum/>) requirement for the Creative Arts perspective.

² Total credits must include 30 credits outside the Park School.

Degree Requirements

Code	Title	Credits
Core Requirements		
STCM 10300	Introduction to Strategic Communication	4
STCM 11100	Presentation and Graphic Design	4
STCM 12300	Systemic Design	3
STCM 20200	Career Pursuit	1
STCM 20400	Leading Effective Teams	2
STCM 21000	Instructional Design	3
STCM 21100	Corporate Communication: Strategy and Design	3
STCM 28800	Research and Statistics for Strategic Communication	4
STCM 43400	Communication Strategy Lab	3
STCM 45000	Communication Consulting Lab	3
Supplemental Requirement		
MGMT 11100	Introduction to Business	2
Area of Study		
Advanced coursework in an area of focus is tailored to the students' professional interests. The coursework must be carefully planned with the student's adviser before each and every semester.		
Select a minimum of 18 credits from STCM electives with CSD attribute		18
- at least 6 credits must be at 200-level or higher		
- at least 6 credits must be at 300-level or higher		
- a maximum of 4 credits may be applied as internship (STCM 49000 or STCM 49300 or STCM 49800)		
- a maximum of 4 credits may be applied as independent study (STCM 49900) or workshop (STCM 41200)		
Total Credits		50