



Integrated Strategic Communication

College of Communications and Information Studies

Graduation Requirements

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communications and Information Studies, each student must (1) complete 120 hours of course work (excluding courses lower than the 100 level, courses with an R designation, physical education service courses, and/or EXP 396 credits) with a grade-point average of at least 2.0 and (2) complete at least 42 hours in upper division courses (300 or above). No more than 60 hours may be taken within the college.

Other requirements include University Studies, Basic Skills, pre-major requirements, field of concentration (24 hours of major work and 15 hours of cognate courses earned outside the college as defined by the units), and a minimum of six hours of free electives.

Admission to the degree program is selective. Students should refer to the UK Bulletin for details about admission requirements and application procedures.

Bachelor of Arts Degree Requirements

Students who pursue the B.A. within the College of Communications and Information Studies must fulfill the following requirements.

University Studies: Students must complete all of the areas of University Studies: Basic Skills (math and foreign language), Inference and Communication Skills (calculus or logic plus statistics, ENG 101/102 or ENG 105, and oral communication skills), Disciplinary Skills (six credits each in natural sciences, humanities, and social sciences), Cross-Disciplinary work (six credits), and Cross-Cultural (three credits).

College B.A. Requirements

- 1. Language. Complete one of the following sequences:

Option A: Successful completion of the fourth college semester of one foreign language. (Note: This may be accomplished by scoring at this level on a placement test for previous work in the foreign language.)

Option B: Complete the University Studies Requirement in a foreign language and a set of two courses dealing with the nature and structure of language, language behavior, or comparative languages. This set shall be comprised of one course from Group I below, and one course from Group II. (Courses counted as meeting this option may not be counted in the major or field of concentration.)

Group I: ANT 215, LIN/ENG 211, ENG 414G, or COM 350

Group II: ANT/ENG/LIN 515, ANT/ENG/LIN 516, ANT 518, ANT/LIN 519, ENG 418, ENG 510, ENG 512, or PSY 529.

- 2. Statistics. Complete one course in statistics (e.g., STA 200, 291, 370)

Bachelor of Science Degree Requirements

Students who pursue the B.S. within the College of Communications and Information Studies must fulfill the following requirements:

University Studies: Students must complete all the areas of University studies: Basic Skills (math and foreign language), Inference and Communication Skills (Calculus, ENG 101 & 102 or ENG 105, and oral communication skills), Disciplinary Skills (6 credits each in natural sciences, humanities, and social sciences), Cross-Disciplinary work (6 credits), and Cross-Cultural (3 credits).

College B.S. Requirements

- 1. Mathematics, statistics and computer science: Complete nine credits in mathematics and/or computer sciences beyond the University Studies requirement. At least three hours must be in statistics.
2. Science Courses. Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communications and Information Studies. These courses must be approved by an advisor in the College of Communications and Information Studies and may be from the areas of mathematics, statistics, computer science, physical sciences, biological sciences, social and behavioral sciences, as well as from appropriate professional fields.

Premajor Requirements

PSY 100 Introduction to Psychology 4
ISC 161 Introduction to Integrated Strategic Communication 3
ISC 261 Strategic Planning and Writing 3
or
JOU 204 Writing for the Mass Media 3

Major Requirements

ISC 311 Ethics and The Strategic Communicator 1
ISC 321 Research Methods for the Integrated Strategic Communication Professional 3

plus, complete one of the following two-course PATHS:

Creative Path

ISC 331 Advertising Creative Strategy and Execution I 3
ISC 431 Advertising Creative Strategy and Execution II 3

Public Relations Path

ISC 341 Strategic Public Relations 3
ISC 441 Case Studies in Public Relations 3

ISC Account Management Path

ISC 351 Integrated Strategic Communication Management: The Case Approach 3
ISC 451 Integrated Strategic Media Management 3

Direct Response Path

ISC 361 Direct Response Targeting: Media and Database Management 3
ISC 461 Direct Response Message Strategies 3

Capstone Requirement

ISC 491 Integrated Strategic Communication Campaigns 2

Electives

Twelve hours of 300+ level undergraduate courses offered in the School of Journalism and Telecommunications. ISC majors are expected to work with their academic advisor to build a program of electives that supports and extends the courses in the Major PATH. The ISC faculty recommends that one course be a for-credit internship in a work environment which relates directly to the Major PATH.

Integrated Strategic Communication • 2

Field of Concentration

MKT 300 Marketing Management 3

A 300+ level course in the Department of Philosophy dealing with social or professional ethics, such as PHI 330.

Plus, 15 additional credit hours of upper division courses outside the School of Journalism and Telecommunications. In consultation with his or her advisor, each student should design a field of concentration which helps develop an area of in-depth, specialized knowledge.

This specialized knowledge should complement each student's career goals fully. The ISC major's academic advisor will help identify current and emerging career areas. For each of these career areas, a select group of courses will be recommended for their value in furthering career interests.

Many of these courses are from the disciplines of psychology, sociology, English, and philosophy. Selected marketing courses are also recommended. Students should be aware that entrance into these courses is highly competitive and may preclude being able to include a specific marketing course in the field of concentration designed.

Note: Of a student's total course work for a bachelor's degree, 80 of the 120 hours required for graduation must be in courses other than professional media-based communications. Accreditation standards require that (of these 80 hours) at least 65 semester hours be in basic liberal arts and sciences. Two (2) School of Journalism and Telecommunications courses may be counted as part of the 80 semester hours outside the major but not as part of the 65 semester hours in basic liberal arts and sciences. ISC majors should see their advisor for the list of courses approved for this use.