



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...

Other requirements include University Studies, Basic Skills, premajor requirements, field of concentration (24-27 hours of major work and 15-18 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 areas of the University Studies Program. (See "University Studies Program" section of the 2005-2006 UK Bulletin for a detailed explanation of requirements.)

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. Option B: Complete the University Studies Requirements in a foreign language and a set of two courses dealing with the nature and structure of language, language behavior, or comparative languages. Group I: LIN/ENG 211. Group II: ENG 210, ENG/LIN 212, ENG/LIN 310, LIN 317, LIN 318, ANT/LIN 319, ENG/LIN 512, ANT/ENG/LIN 515, ANT/ENG/LIN 516, LIN 517. 2. Statistics. Complete one course in statistics (e.g., STA 200, 291, 370)

Subtotal: College B.A. Hours 15

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 areas of the University Studies Program. (See "University Studies Program" section of the 2005-2006 UK Bulletin for a detailed explanation of requirements.)

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.

Subtotal: College B.S. Hours 69

University Studies Requirements

Hours

See "University Studies Program" on pages 71-75 of the 2005-2006 UK Bulletin for the complete University Studies requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill University Studies areas. Students should work closely with their advisor to complete the University Studies Program requirements.

Courses marked with an asterisk (*) may also be used to satisfy University Studies requirements.

Inference - Logic

PHI 120 Introductory Logic 3
STA 200 Statistics: A Force in Human Judgment 3
Recommended sequence. A statistics course is required in the premajor.

Social Sciences

PSY 100 Introduction to Psychology 4
plus any other course listed in University Studies
Program Social Sciences area 3
PSY 100 is required in the premajor.

Premajor Requirements

Hours

Students must attain a minimum grade-point average of 3.0 on all premajor courses.

*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
*Any 3-credit course in statistics, such as STA 200 or STA 291 3

Subtotal: Premajor Hours 13

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

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ISC Account Management Path

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

Direct Response Path

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

Capstone Requirement

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| ISC 491 Integrated Strategic Communication Campaigns | 3 |
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Major 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*.

Field of Concentration

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|------------------------------------|---|
| MKT 300 Marketing Management | 3 |
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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.

Subtotal: Major Hours **46**

TOTAL HOURS: **minimum of 120**

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.