



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, 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 2006-2007 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. (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 Requirements 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: 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 2006-2007 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 ..... 60

University Studies Requirements

Hours

See "University Studies Program" on pages 75-79 of the 2006-2007 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
JAT 399 Internship (Subtitle required) ..... 3

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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 .....	3
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**Portfolio required for graduation.**

## Major Electives

**Nine 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

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 332.

**Plus, students must complete a minor chosen from minors offered at UK, with the exception of telecommunications.**

<b>Subtotal: Major Hours</b> .....	<b>46</b>
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**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.