

## Integrated Strategic Communication

## College of Communication and Information

### Graduation Requirements

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communication and Information, 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 396/397 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 UK Core, 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 Communication and Information must fulfill the following requirements.

**UK Core:** Students must complete all areas of the UK Core.

#### College B. A. Requirements

- 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 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:** LIN211.

**Group II:** ENG/LIN 209, ENG 210, ENG/LIN 212, ENG/LIN 310, LIN 317, LIN 318, ANT/LIN 325, LIN 331, ENG/LIN 512, ANT/LIN 515, ANT/LIN 516, LIN 517, ANT/LIN 519.

- Statistics:** STA 210

#### Major Requirements

Students must complete the departmental requirements for one of the five majors (communication, information communication technology, integrated strategic communication, journalism, and media arts and studies).

**Subtotal: College B.A. hours** ..... 9-17

### Bachelor of Science Degree Requirements

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

**UK Core:** Students must complete all areas of the UK Core.

#### College B.S. Requirements

- Mathematics, statistics and computer science:** Complete nine credits in mathematics and/or computer sciences beyond the UK Core requirement. At least three hours must be in statistics.

- Science Courses.** Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communication and Information. These courses must be approved by an advisor in the College of Communication and Information 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

See the *UK Core* section of the 2017-2018 *Undergraduate Bulletin* for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

#### I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list ..... 3

#### II. Intellectual Inquiry in the Humanities

Choose one course from approved list ..... 3

#### III. Intellectual Inquiry in the Social Sciences

PSY 100 Introduction to Psychology ..... 4

#### IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list ..... 3

#### V. Composition and Communication I

CIS/WRD 110 Composition and Communication I ..... 3

#### VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II ..... 3

#### VII. Quantitative Foundations

Choose one course from approved list ..... 3

#### VIII. Statistical Inferential Reasoning

STA 210 Making Sense of Uncertainty:  
An Introduction to Statistical Reasoning ..... 3

#### IX. Community, Culture and Citizenship in the USA

Choose one course from approved list ..... 3

#### X. Global Dynamics

Choose one course from approved list ..... 3

**UK Core hours** ..... 31

### Graduation Composition and Communication Requirement (GCCR)

ISC 491 Integrated Strategic Communication Campaigns Capstone ..... 3  
plus

Approved ISC Portfolio

### Graduation Composition and Communication Requirement hours (GCCR)

..... 3

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Premajor Requirements	Hours
PSY 100 Introduction to Psychology .....	4
ISC 161 Introduction to Integrated Strategic Communication .....	3
ISC 261 Strategic Planning and Writing	
<b>or</b>	
JOU 204 Writing for the Mass Media .....	3
STA 210 Making Sense of Uncertainty: An Introduction to Statistical Reasoning .....	3
<b>Subtotal: Premajor hours</b> .....	<b>13</b>

Major Requirements	Hours
ISC 321 Research Methods for the Integrated Strategic Communication Professional .....	3
ISC 543 Regulation of Strategic Communication .....	3
JAT 399 Internship: ISC .....	3

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

Creative Path	Hours
ISC 331 Advertising Creative Strategy and Execution I .....	3
ISC 431 Advertising Creative Strategy and Execution II .....	3

Public Relations Path	Hours
ISC 341 Strategic Public Relations .....	3
ISC 441 Case Studies in Public Relations .....	3

ISC Account Management Path	Hours
ISC 351 ISC Account Management .....	3
ISC 451 Integrated Strategic Media Management .....	3

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

**Portfolio**  
Portfolio required for graduation.

Capstone Requirement	Hours
ISC 491 Integrated Strategic Communication Campaigns Capstone .....	3

**Major Electives**  
**Nine hours** of 300+ level undergraduate courses offered in the School of Journalism and Media. 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*.

**Minor**  
MKT 300 Marketing Management ..... 3  
A 300+ level course in the Department of Philosophy dealing with social or professional ethics, such as PHI 332.

Students must complete a minor offered through UK, with the exception of minors in Journalism Studies or Media Arts and Studies.

**TOTAL HOURS:** ..... **minimum of 120**

**Note:** Of a student's total course work for a bachelor's degree, 72 of the 120 hours required for graduation must be in courses other than professional media-based communications.