

Communication Management and Design, Communication Design Concentration, B.S.

Note: This is a **sample** plan. Many students will choose to study abroad** and course availability will affect when courses are taken. Most courses can be taken in either the Fall or Spring and flexibility is essential when completing your degree.

<u>Semester 1</u>		
ICC (CA, SC, SO, HM, DV)	OR WRTG 10600- Academic Writing	3 cr.
ICSM- Ithaca Seminar		4 cr.
STCM 10300- Intro to Strategic Communication		3 cr.
GCOM 13000- S'Park		1 cr.
STCM 11100- Presentation & Graphic Design		3 cr.
Any course		1-3 cr.
Total Credits 15-17		

<u>Semester 2</u>		
ICC (CA, SC, SO, HM, DV)	OR WRTG 10600- Academic Writing	3 cr.
STCM 10800- Communication in Organizations		3 cr.
STCM 12300- Systemic Design		3 cr.
MGMT 11100- Intro to Business		3 cr.
ICC (CA, SC, SO, HM, DV)	OR Outside of Park Course	3 cr.
Total Credits 15		

<u>Semester 3</u>		
STCM 21000- Instructional Design (Fall only)		3 cr.
WRTG 21100- Writing for the Workplace		3 cr.
STCM 20200- Career Pursuit		1 cr.
ICC (CA, SC, SO, HM, DV)		3 cr.
STCM 22000- Interactive Media	OR STCM 20600- Web Design	3 cr.
Outside of Park Course		3 cr.
Total Credits 16		

<u>Semester 4</u>		
STCM 22000- Interactive Media	OR STCM 20600- Web Design	3 cr.
STCM 21100- Corporate Communication: Strategy and Design		3 cr.
ICC (CA, SC, SO, HM, DV)		3 cr.
ICC (CA, SC, SO, HM, DV)	OR Outside of Park Course	3 cr.
Outside of Park Course		3 cr.
Total Credits 15		

<u>Semester 5</u>		
STCM 28800- Research and Stats for Strategic Communication		3 cr.
Concentration Course ¹		3 cr.
ICC (CA, SC, SO, HM, DV)		3 cr.
Outside of Park		3 cr.
Outside of Park		3 cr.
Total Credits 15		

<u>Semester 6</u>		
Concentration Course ¹		3 cr.
Concentration Course ¹		3 cr.
Outside of Park Course		3 cr.
Outside of Park Course		3 cr.
Any Course		3 cr.
Total Credits 15		

<u>Semester 7</u>		
GCOM 43000- Connecting the Dots (Can be taken Fall or Spring senior year)		1 cr.
STCM 45000- Critical Issues (Fall only)		3 cr.
STCM 40400- Communication Design Lab (Fall only)		3 cr.
Outside of Park		3 cr.
Outside of Park		3 cr.
Any Course		3 cr.
Total Credits 16		

<u>Semester 8</u>		
STCM 43400- Communication Management Lab (Spring only)		3 cr.
Outside of Park		3 cr.
Any Course		3 cr.
Any Course		3 cr.
Any Course		3 cr.
Total Credits 15		

***If planning to study abroad one or more semesters, please consider what courses can be taken in those areas and re-arrange your academic plan accordingly.*

¹ Concentration: Select two (STCM 20400, 21200, 23400, 30100, 30300, 49000, CNPH 14100); Select one (STCM 30600, 31200, 38000)