

**Communication Management and Design, Corporate Communication 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.

| <b>Semester 1</b>                            |  |         |
|--|--|---------|
| ICC (CA, SC, SO, HM, DV)                     | <b>OR</b> 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. |
| <b>Total Credits 15-17</b>                   |  |         |

| <b>Semester 2</b>                          |  |       |
|--|--|-------|
| ICC (CA, SC, SO, HM, DV)                   | <b>OR</b> 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)                   | <b>OR</b> Outside of Park Course       | 3 cr. |
| <b>Total Credits 15</b>                    |  |       |

| <b>Semester 3</b>  |                                    |       |
|--|------------------------------------|-------|
| STCM 21000- Instructional Design (Fall only)             |                                    | 3 cr. |
| WRTG 21100- Writing for the Workplace                    |                                    | 3 cr. |
| STCM 21100- Corporate Communication: Strategy and Design |                                    | 3 cr. |
| Outside of Park  |                                    | 3 cr. |
| STCM 23400 or 22000 or 20600                             | <b>OR</b> ICC (CA, SC, SO, HM, DV) | 3 cr. |
| <b>Total Credits 15</b>                                  |                                    |       |

| <b>Semester 4</b>                 |                                  |       |
|-----------------------------------|----------------------------------|-------|
| ICC (CA, SC, SO, HM, DV)          |                                  | 3 cr. |
| STCM 20200- Career Pursuit        |                                  | 1 cr. |
| ICC (CA, SC, SO, HM, DV)          | <b>OR</b> Outside of Park Course | 3 cr. |
| Concentration Course <sup>1</sup> |                                  | 3 cr. |
| Concentration Course <sup>1</sup> |                                  | 3 cr. |
| Outside of Park Course            |                                  | 3 cr. |
| <b>Total Credits 16</b>           |                                  |       |

| <b>Semester 5</b>                 |  |       |
|-----------------------------------|--|-------|
| Concentration Course <sup>1</sup> |  | 3 cr. |
| Concentration Course <sup>1</sup> |  | 3 cr. |
| ICC (CA, SC, SO, HM, DV)          |  | 3 cr. |
| Outside of Park                   |  | 3 cr. |
| Outside of Park                   |  | 3 cr. |
| <b>Total Credits 15</b>           |  |       |

| <b>Semester 6</b>  |  |       |
|--|--|-------|
| STCM 28800- Research and Stats for Strategic Communication |  | 3 cr. |
| Concentration Course <sup>1</sup>                          |  | 3 cr. |
| Outside of Park Course                                     |  | 3 cr. |
| Outside of Park Course                                     |  | 3 cr. |
| Any Course   |  | 3 cr. |
| <b>Total Credits 15</b>                                    |  |       |

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

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

\*\*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.

<sup>1</sup> Concentration: Select three (STCM 23000, 23200, 30000, 31000, 31100, 33300, 44000); Select two (STCM 20400, 25100, 32000, 38000, 49000)