

BA or BS in Strategic Communication (PR)

Milligan University

Catalog Year
2024-2025

This document is designed as a guide for students planning their course selection and is only a suggested schedule. Actual course selections should be made with the advice and consent of the academic advisor. While accurately portraying the information contained in the Catalog, this form is not considered a legal substitute for that document. Students should become familiar with the Catalog in effect at the time in which they enter Milligan.

FALL SEMESTER 1		
COURSE	TITLE	CREDITS
BIBL 123	Old Testament Survey (G)	3
HUMN 101	Ancient & Medieval Cultures (G)	4
COMM 100	Intro to College & Service: Arts and Media (G)	1
COMM 101	Intro to Mass Media	3
COMM 102	Speech Communication	3
COMM 105 or JOUR 205	Intro to Media Writing or Reporting and Writing for the Public	3
	TOTAL CREDITS	17

SPRING SEMESTER 1		
COURSE	TITLE	CREDITS
BIBL 124	New Testament Survey (G)	3
HUMN 102	Renaissance & Early Modern Cultures (G)	4
COMP 111	Rhetorical Composition	3
COMM 201	Principles of Interpersonal Communication	3
(CIS 120, 125 or 130)	Computer Applications (Recommended) or Elective	3
	TOTAL CREDITS	16

FALL SEMESTER 2		
COURSE	TITLE	CREDITS
ART 287 or FILM 277	Digital Photography 1 or Basic Film and Video Production	3
HUMN 201	18th & 19th Cty. Culture	4
MATH 213	Statistics	3
COMP 211	Analytical Composition (G)	3
EXSC 101	Fitness for Life	1
	Language~ or Elective	3
	TOTAL CREDITS	17

SPRING SEMESTER 2		
COURSE	TITLE	CREDITS
HUMN 202	Cultures of 20th & 21st Cty Cultures	4
MLGN 200	Intro to Calling & Career	0.5
COMM 341	Princ of Organizational Communication	3
IMD 225	Interactive Media 1	3
	Language or Elective ¹	3
	Social Learning (G)	3
	TOTAL CREDITS	16.5

FALL SEMESTER 3		
COURSE	TITLE	CREDITS
COMM 311	Public Relations Strategies	3
COMM 460	Student Media Agency	1
BADM 315	Marketing	3
JOUR 331 or JOUR 332	Advanced Reporting or Feature Writing	3
	Lab Science (G)	4
	Language or Elective	3
	TOTAL CREDITS	17

SPRING SEMESTER 3		
COURSE	TITLE	CREDITS
COMM 411	Public Relations Practices	3
GRDS 313	Publications Design	3
BADM 304	Advertising	3
COMM 460	Student Media Agency	1
	Science (G)	2
	Language or Elective	3
	TOTAL CREDITS	15

FALL SEMESTER 4		
COURSE	TITLE	CREDITS
COMM 491	Internship ^	3
COMM 480	Capstone: Vocation, Profession, Portfolio	3
COMM 438	Communications Law	2
COMM 460	Student Media Agency	1
	Global/Culture Course (G)	3
	Elective or Minor	3
	TOTAL CREDITS	15

SPRING SEMESTER 4		
COURSE	TITLE	CREDITS
COMM 460	Student Media Agency	1
COMM 439	Communication Ethics	2
BIBL 471	Christ & Culture	3
	Elective or Minor	3
	Elective or Minor or Additional Internship	3
	Elective or Minor	3
	TOTAL CREDITS	15
	MINIMUM 128 NEEDED FOR GRAD	128

(G) = General Education Requirement (GER)

~ The BA requires a foreign language through the intermediate level.

^ COMM 491, Internship, may be taken during a regular semester or during a summer; a minimum of 3 credit total is required, but additional internship credit is encouraged.

+MATH 213, Statistics, is recommended but not required for strategic communication.