

STRATEGIC COMMUNICATION (B.S.) - STRATEGIC COMMUNICATIONS - ONLINE

Important: This degree plan is effective for those starting this degree program in fall 2025 through summer 2026. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

General Education/Foundational Skills Requirements

| Code | Title | Hours |
|--|---|--------------|
| Communication & Information Literacy ¹ | | |
| ENGL 101 | Composition and Rhetoric | 3 |
| | Communications Elective | 3 |
| | Information Literacy Elective ² | 3 |
| | Information Literacy Elective | 3 |
| Technological Solutions & Quantitative Reasoning ¹ | | |
| UNIV 104 | Instructional Technology for Successful Online Learning | 0-3 |
| | Math Elective MATH 114 or higher | 3 |
| Critical Thinking ¹ | | |
| RLGN 104 | Christian Life and Biblical Worldview ³ | 4 |
| | Critical Thinking Elective | 3 |
| Civic & Global Engagement ¹ | | |
| | Cultural Studies Elective | 3 |
| Social & Scientific Inquiry ¹ | | |
| | Natural Science Elective | 3 |
| | Social Science Elective | 3 |
| Christianity & Contexts ¹ | | |
| BIBL 104 | Survey of Old and New Testament | 4 |
| THEO 104 | Introduction to Theology Survey ³ | 4 |
| Total Hours | | 39-42 |

¹ Refer to the list of approved general education electives before enrolling in foundational skills requirements

² HIUS 221, HIUS 222, or HIUS 223 is strongly recommended

³ Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 waived

Major Requirements

| Code | Title | Hours |
|-----------------------------------|--------------------------------|----------|
| Major Foundational Courses | | |
| SCOM 110 | Media and Culture ¹ | 3 |
| Total Hours | | 3 |

¹ Course may fulfill select general education requirements

| Code | Title | Hours |
|--------------------|---|-----------|
| Major Core | | |
| ARTS 222 | Graphic Design Foundations | 3 |
| ARTS 224 | Media Design | 3 |
| ARTS 319 | Mobile and Interactive Technology Design Lab | 3 |
| DMCA 499 | Internship | 3 |
| JOUR 225 | Media Writing | 3 |
| STCO 289 | Digital Promotion Technologies and Application ^{1,2} | 3 |
| or SCOM 212 | Criticism of Popular Culture | |
| STCO 307 | Strategic Communication | 3 |
| STCO 346 | Persuasive Advertising and Storytelling | 3 |
| STCO 348 | Strategic Social Media | 3 |
| STCO 356 | Digital/Social/Mobile Communication Strategies ^{1,2} | 3 |
| or SCOM 325 | Interpersonal Communication | |
| STCO 426 | Creating Affiliate Loyalty in a Digital Age ^{1,2} | 3 |
| or SCOM 490 | Crisis Communication and Negotiation | |
| STCO 487 | Agency/Field Projects | 3 |
| Total Hours | | 36 |

¹ STCO 289 Digital Promotion Technologies and Application (3 c.h.), STCO 356 Digital/Social/Mobile Communication Strategies (3 c.h.), STCO 426 Creating Affiliate Loyalty in a Digital Age (3 c.h.) are offered in the online format

² SCOM 212 Criticism of Popular Culture (3 c.h.), SCOM 325 Interpersonal Communication (3 c.h.), and SCOM 490 Crisis Communication and Negotiation (3 c.h.) are offered in the resident format

| Code | Title | Hours |
|--------------------|--|----------|
| Cognate | | |
| STCO 357 | Public Relations and Promotion Tactics | 3 |
| STCO 367 | Best Practices: Strategic Communications Management | 3 |
| STCO 372 | Employee and Organizational Communication ¹ | 3 |
| or SCOM 360 | Leadership Communication | |
| Total Hours | | 9 |

¹ SCOM 360 Leadership Communication (3 c.h.) is offered in the resident format

| Code | Title | Hours |
|---|-------|--------------|
| Free Electives | | |
| Choose 30-36 credit hours of Free Electives | | 30-36 |
| Total Hours | | 30-36 |

All applicable prerequisites must be met

Graduation Requirements

- **120** Total hours
- **2.0** Overall grade point average
- **30** Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major
- **25%** Of major and cognate taken through Liberty University
- **30** Hours must be completed through Liberty University

- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

Course Sequence

| Course | Title | Hours |
|---|--|--------------|
| First Year | | |
| First Semester | | |
| BIBL 104 | Survey of Old and New Testament | 4 |
| ENGL 101 | Composition and Rhetoric | 3 |
| UNIV 104 | Instructional Technology for Successful Online Learning | 0-3 |
| Communications Elective (SCOM 110) ¹ | | 3 |
| Social Science Elective ¹ | | 3 |
| Hours | | 13-16 |
| Second Semester | | |
| Cultural Studies Elective ¹ | | 3 |
| Critical Thinking Elective ¹ | | 3 |
| Information Literacy Elective ¹ | | 3 |
| MATH Elective ¹ | | 3 |
| Natural Science Elective ¹ | | 3 |
| Hours | | 15 |
| Second Year | | |
| First Semester | | |
| RLGN 104 | Christian Life and Biblical Worldview | 4 |
| Information Literacy Elective ^{1,2} | | 3 |
| ARTS 222 | Introduction to Graphic Design | 3 |
| JOUR 225 | Media Writing | 3 |
| Elective | | 3 |
| Hours | | 16 |
| Second Semester | | |
| THEO 104 | Introduction to Theology Survey | 4 |
| ARTS 224 | Media Design | 3 |
| STCO 289 or SCOM 212 | Digital Promotion Technologies and Application ^{3,4} or Criticism of Popular Culture | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Hours | | 16 |
| Third Year | | |
| First Semester | | |
| ARTS 319 | Mobile & Interactive Technology Applications | 3 |
| STCO 307 | Strategic Communication | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Second Semester | | |
| STCO 346 | Persuasive Advertising and Storytelling | 3 |
| STCO 348 | Strategic Social Media | 3 |

| Course | Title | Hours |
|-------------------------|---|----------------|
| STCO 356 or SCOM 325 | Digital/Social/Mobile Communication Strategies ^{3,4} or Interpersonal Communication | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Fourth Year | | |
| First Semester | | |
| STCO 357 | Public Relations and Promotion Tactics | 3 |
| STCO 367 | Best Practices: Strategic Communications Management | 3 |
| STCO 372 or SCOM 360 | Employee and Organizational Communication ⁴ or Leadership Communication | 3 |
| STCO 426 or SCOM 490 | Creating Affiliate Loyalty in a Digital Age ^{3,4} or Crisis Communication and Negotiation | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Second Semester | | |
| DMCA 499 | Internship | 3 |
| STCO 487 | Agency/Field Projects | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Hours | | 15 |
| Total Hours | | 120-123 |

¹ Refer to the list of approved general education electives at www.liberty.edu/gened before enrolling foundational skills requirements.

² HIUS 221, HIUS 222, or HIUS 223 is strongly recommended.

³ Course offered in the online format.

⁴ Course offered in the resident format.