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

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 101	Foundational Skills	1
Math Elective	MATH 114 or higher	3
Technology Competency [3]		0-3
Critical Thinking [1]		
RLGN 105	Introduction to Biblical Worldview [4]	2
Critical Thinking Elective		3
Civic & Global Engagement [1]		
EVAN 101	Evangelism and the Christian Life [4]	2
Cultural Studies Elective		3
Social & Scientific Inquiry [1]		
Natural Science Elective		3
Social Science Elective		3
Christianity & Contexts [1]		
BIBL 105	Old Testament Survey	2
BIBL 110	New Testament Survey	2
THEO 201	Theology Survey I [4]	2
THEO 202	Theology Survey II [4]	2
Total Hours		**40-43**

[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] All students must pass the Computer Assessment OR complete an applicable INFT course

[4] Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 and EVAN 101 waived; Students transferring in 60 or more UG credit hours will also have the requirements of THEO 201 and THEO 202 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.), and 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 25-31 credit hours of Free Electives		25-31
Total Hours		**25-31**

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
- **CSER** All requirements must be satisfied before a degree will be awarded

Course Sequence

Course	Title	Hours
First Year		
First Semester		
ENGL 101	Composition and Rhetoric	3
EVAN 101	Evangelism and the Christian Life	2
INQR 101	Inquiry	1
MATH Elective [1]		3
Social Science Elective [1]		3
RLGN 105	Introduction to Biblical Worldview	2
UNIV 101	Foundational Skills	1
CSER		0
	Hours	**15**
Second Semester		
BIBL 105	Old Testament Survey	2
THEO 201	Theology Survey I	2
Communications Elective (SCOM 110) [1]		3
Information Literacy Elective [1]		3
Natural Science Elective [1]		3
Technology Competency [2]		0-3
CSER		0
	Hours	**13-16**
Second Year		
First Semester		
BIBL 110	New Testament Survey	2
RSCH 201	Research	3
THEO 202	Theology Survey II	2
ARTS 222	Introduction to Graphic Design	3
JOUR 225	Media Writing	3
CSER		0
	Hours	**13**
Second Semester		
Critical Thinking Elective [1]		3
Cultural Studies Elective [1]		3
Information Literacy Elective [1,3]		3
ARTS 224	Media Design	3

Course	Title	Hours
STCO 289 or SCOM 212	Digital Promotion Technologies and Application [4,5] or Criticism of Popular Culture	3
CSER		0
	Hours	**15**
Third Year		
First Semester		
ARTS 319	Mobile & Interactive Technology Applications	3
STCO 307	Strategic Communication	3
Elective		3
Elective		3
Elective		3
Elective		3
CSER		0
	Hours	**18**
Second Semester		
STCO 346	Persuasive Advertising and Storytelling	3
STCO 348	Strategic Social Media	3
STCO 356 or SCOM 325	Digital/Social/Mobile Communication Strategies [4,5] or Interpersonal Communication	3
Elective		3
Elective		3
CSER		0
	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 [4,5] or Leadership Communication	3
STCO 426 or SCOM 490	Creating Affiliate Loyalty in a Digital Age [4,5] or Crisis Communication and Negotiation	3
Elective		3
CSER		0
	Hours	**15**
Second Semester		
DMCA 499	Internship	3
STCO 487	Agency/Field Projects	3
Elective		3
Elective		3
Elective		3
Elective		1
CSER		0
	Hours	**16**
	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] All students must pass the Computer Assessment OR complete applicable INFT course; refer to www.liberty.edu/computerassessment for more information.

[3] HIUS 221, HIUS 222, or HIUS 223 is strongly recommended.

[4] Course offered in the online format.

[5] Course offered in the resident format.