

STRATEGIC DIGITAL COMMUNICATION (BA)

Curriculum

The B.A. in Strategic Digital Communication comprises 120 credit hours. Courses are offered in an 8-week session format with online, evening, and weekend options.

Note: The following program is no longer accepting new students

| Code | Title | Hours |
|--|--|------------|
| Major Courses | | |
| COMM 175 | Introduction to Communication | 3 |
| COMM 200 | Digital Communication and Society | 3 |
| COMM 210 | Principles of Public Relations | 3 |
| COMM 213 | Digital Foundations | 3 |
| COMM 261 | Social Media | 3 |
| COMM 275 | Web Design and Usability | 3 |
| COMM 290 | Branding and Positioning | 3 |
| COMM 318 | Public Relations Writing | 3 |
| COMM 360 | Digital Media Ethics | 3 |
| COMM 363 | Research Methods in Advertising/Public Relations | 3 |
| SCPS Courses | | |
| CPST 200 | Introduction to Degree Completion | 3 |
| CPST 201 | Civic Identity and Development | 3 |
| CPST 397 | Capstone | 3 |
| Core Requirements | | |
| The number of hours remaining toward Core requirements can vary due to transfer credit. ¹ | | |
| Mission Specific Requirements | | |
| Mission specific requirements can vary from 0 to 15 credit hours based on your prior credit. | | |
| General Elective Requirements | | |
| Students may have some general elective coursework to complete if their transfer credit and remaining required hours (Core, mission specific, major, etc.) do not total 120. | | |
| Total Hours | | 120 |

¹ Core Requirements - Learn More (<https://catalog.luc.edu/undergraduate/university-requirements/university-core/>)

Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SCPS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (<https://catalog.luc.edu/undergraduate/university-requirements/>) area.

Learning Outcomes

Upon degree completion, graduates will be able to:

1. Analyze communication through a critical, historical, and theoretical lens.
2. Create effective communications in a variety of formats including essays, news releases, pitch letters, fact sheets, public service announcements, and web content.
3. Apply theories regarding communication best practices to specific audiences and messaging goals.
4. Evaluate a message for its clarity, efficacy, persuasive ability, and utilization of digital technology.
5. Understand the ethical issues involved in crafting an effective and socially responsible message.

Suggested Sequence of Courses

The School of Continuing and Professional Studies provides a high-touch advising model in order to incorporate the professional and educational outcomes of the student as well as any transfer credit accepted. In order to provide students with maximum flexibility in their education and because everyone's academic background will vary, advisors will work directly with students to determine an appropriate sequence of courses starting at admission into their respective program based on their needs and expected time to completion.