



## B.A. Strategic Communication Major Progress Report

**Note:** This progress report is for tracking student progress in the Strategic Communication major within the Media, Film and Journalism Studies department only. It DOES NOT include University of Denver common curriculum requirements. For verification of graduation requirements, please contact the Registrar's Office. *These are the requirements for students entering the program as of 2021. Those students who declared the strategic communication major prior to 2021 may opt to follow this progress report or the progress report for the year they joined the major.*

**Student Name:**

**Student ID Number:**

**Faculty Advisor Name:**

**Advising Session (Date):**

<b>Strategic Communication Core Courses (Required)</b>			<b>Credits</b>
MFJS 2400	Strategic Communication Planning Prereq: Sophomore standing		4
MFJS 3410	Strategic Messaging Prereq: MFJS 2400 Strategic Communication Planning		4
MFJS 3420	Strategic Communication Seminar Prereq: MFJS 2400 Strategic Communication Planning AND MFJS 3410 Strategic Messaging		4
MFJS 3980	Strategic Communication Internship Prereq: Must have completed 12 credits in the major, including MFJS 2400 Strategic Communication Planning, and MFJS 3410 Strategic Messaging; And must have a 3.0 GPA		4
<b>Law and Ethics Courses (Required)</b>			
MFJS 3040	Media Law Prereq: Junior standing		4
MFJS 3120	Media Ethics Prereq: Senior standing		4
<b>Global and Multicultural Courses (Take ONE of the following courses)</b>			
MFJS 2205	International and Development Communication		4
MFJS 3207	Multicultural Health Communication Prereq: Junior standing		4
MFJS 3242	Reel Women Prereq: MFJS 2000 Introduction to Film Criticism		4
MFJS 2440	Global & Multicultural Campaigns Prereq: MFJS 2400 Strategic Communication Planning		4
MFJS 3652	Culture, Gender & Global Communication Prereq: Senior standing		4
MFJS 3656	Immigration, Communication & Border Cultures Note: Summer Interterm travel course in Tuscon, AZ		4

<b>Theory and Methods Courses</b> (Take <b>ONE</b> of the following courses)			
	MFJS 2000	Introduction to Film Criticism Note: May be counted toward AI-Society and MFJS	4
	MFJS 2210	Introduction to Media and Culture Note: May be counted toward SI-Society and MFJS	4
	MFJS 2280	Politics & Media Note: May be counted toward SI-Society and MFJS	4
	MFJS 2290	Innovations in Media Communication Note: May be counted toward AI-Society and MFJS	4
	MFJS 3020	Media Effects	4
	MFJS 3110	Audience Research Methods Prereq: Junior Standing	4
	MFJS 2270	Activist Media: A Historical Overview 1960-Present	4
	MFJS 3160	Networked Journalism	4
	MFJS 3700	New Media Law and Regulation	4
<b>Writing, Design, Production</b> (Take <b>TWO</b> of the following courses)			
	MFJS 2001	Producing Video for Social Media	4
	MFJS 2140	Newswriting and Reporting	4
	MFJS 2240	Online and Visual Journalism Prereq: MFJS 2140 Newswriting & Reporting	4
	MFJS 3170	Data Journalism Prereq: MFJS 2140 Newswriting and Reporting	4
	MFJS 3201	Digital Graphic Design Prereq: MFJS 2140 Newswriting & Reporting or Instructor Approval	4
	MFJS 3208	Narrative and Longform Journalism Prereq: MFJS 2140 Newswriting and Reporting	4
	MFJS 3215	Introduction to Field Production and Editing Prereq: MFJS 2000 Introduction to Film Criticism	4
	MFJS 3310	Advanced Newswriting & Reporting Prereq: MFJS 2140 Newswriting & Reporting	4
	MFJS 3330	Broadcast and Video Journalism Prereq: MFJS 2140 Newswriting & Reporting	4
	MFJS 3501	Web Design and Content Development Prereq: MFJS 2140 Newswriting & Reporting	4
	MFJS 3503	Social Media Strategies Prereq: MFJS 2140 Newswriting & Reporting OR MFJS 2400 Strategic Communication Planning	4
	MFJS 3504	Advanced Multimedia Storytelling & Publishing Prereqs: MFJS 2140 Newswriting & Reporting; 2240 Online & Visual Journalism; 3501 Web Content Management Systems or Instructor Approval	4
	MFJS 3506	Audio Documentary Prereq: MFJS 2140 Newswriting & Reporting or MFJS 3215 Introduction to Field Production and Editing	4
<b>Interterm or Summer Courses</b>			
These courses are offered intermittently. They can be taken in lieu of MFJS 3420: Strategic Communication Seminar, or as electives toward the major.			
	MFJS 3200	Crisis Communications	4
	MFJS 3200	Special Events Planning	4

## **Major Requirements**

**Major credits completed or in progress:**

**Total major credits taken:**

(40 minimum credits to graduate, 60 credits maximum allowable in the department)

*Note: Only **one interterm course** may be counted towards the major.*

## **DU Common Curriculum Requirements**

**Upper division credits completed (75 credits required for graduation):**

**Total credits completed or in progress (183 credits required for graduation):**

**Note:** DU requires all students to declare at least one major and one minor in order to graduate. If you have any questions about the requirements for your second major or minor(s), please consult with and advisor at the respective departments where those programs are housed.

**Advisor comments**