

**Strategic Political Communication**  
**School of Journalism and Mass Communication**

Fall 2023

Fall		
Course	Attribute	Cr
JMC 030: Mass Media in a Global Society	INFO and EI	3
JMC 031 Multimedia Lab		1
INTD 025: Blueprint for Success		1
JMC 088: Intro to Strategic Political Communication		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>14</b>

Spring		
Course	Attribute	Cr
JMC 054: Reporting and Writing Principles	Written Communication	3
JMC 085: PR Principles	Engaged Citizen	3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

Fall		
Course	Attribute	Cr
JMC 058: Foundations of Visual Communication	Artistic Experience	3
JMC 123: PR Writing		3
JMC 131: Political Campaign Management		3
AOI or Any Course		3
AOI or Any Course		3
Any Course		1
<b>Total Credits</b>		<b>16</b>

Spring		
Course	Attribute	Cr
JMC 055: Digital Strategies		3
JMC 040: Pre-professional Workshop		1
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
Any Course		1
<b>Total Credits</b>		<b>14</b>

Fall		
Course	Attribute	Cr
SCSR 128/PHIL 090/PHIL 091		3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

Spring		
Course	Attribute	Cr
JMC 104: Law and Ethics	Values and Ethics	3
JMC 041: Financial Fundamentals for Comm Professionals		1
POLS 095/SCSS 159/STAT 050/STAT 071		3
POLS 116: Media and Modern Politics		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>16</b>

Fall		
Course	Attribute	Cr
JMC 138: Public Affairs Planning and Management		3
Upper-level American POLS Course (Faculty Mentor App)		3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

Spring		
Course	Attribute	Cr
JMC 147: SPC Capstone		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

<b>Total Credit Hours Included in Academic Plan</b>	<b>120</b>
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**Program and Advising Notes**

Please meet with your Advising Specialist prior to making any changes to the sequencing of courses on your degree path, to ensure you can stay on track for graduation.

Please refer to your program sheet for course sequencing and a list of pre-requisites for JMC courses.

If PHIL 090 is taken, that will fulfill the Critical Thinking AOI.

If POLS 095 is taken, that will fulfill the Quantitative AOI.