

School of Communications & Public Affairs

College of Arts and Cultural Studies

Curriculum Maps | 2022

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Curriculum Map

Doctor of Strategic Leadership - CORE COURSES

* **INTRODUCTORY**- introduce learning goals (update or initial reflection)

* **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)

* **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

Course Code	Required /Elective	Core Course Name					
			PLO 1: INTEGRITY	PLO 2: WELLNESS	PLO 3: KNOWLEDGE	PLO 4: COLLABORATION	PLO 5: COMMUNICATION
GLDR 701	R	Graduate Orientation Seminar	I	I	I		
GLDR 702	R	Spirit-Empowered Leadership	D				
GHPE 703	R	Graduate Health Fitness		M			
GLDR 703	R	Critical Inquiry and Research Methods			D		I
GLDR 713	R	Coaching and Talent Development	D	D	D	I	D
GLDR 723	R	Organizational Culture and Design		D	D	D	D
GLDR 733	R	Modeling Systems Change	D		M	D	D
GLDR 741	R	Doctoral Residency – Year 1	I	I	I	I	
GLDR 743	R	Global Entrepreneurship	D		D		
GLDR 753	R	Collaborative Leadership		M	D	M	D
GLDR 763	R	Executive Strategy and Innovation					M
GLDR 773	R	Decision and Data Analytics	D		M		
GLDR 783	R	Anticipatory Leadership	M				
GLDR 791	R	Doctoral Residency – Year 2	I	I	I	I	
GLDR 893	R	Doctoral Project Proposal	D	D	D	D	D
GLDR 894	R	Doctoral Project Preparation			M	M	

CINEMA, TELEVISION & DIGITAL MEDIA (BFA)

Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE COURSE REQUIREMENTS							
Course Code	Required /Elective	Course Name					
ADV 221	R	Branding, Promotion & Storytelling (spring)					D
CAM 451	R	Communication Internship (fall, spring, summer)	M	M	M	M	M
COM 401	E	Communication Ethics (spring)					D
DCM 100	R	Digital Society (fall)	I				I
DCM 101	R	Digital Composition (fall, spring)				I	
DCM 130	R	Digital Photography (fall, spring)		D		D	
DCM 200	R	Web Design (fall, spring)				D	
JRN 321	E	Media Law & Ethics (spring)					D
PRP 327	R	Social Media Management (fall, spring)	I	I		D	
TVF 116	R	Workshop: Production Equipment (spring)		I		I	
TVF 133	R	Production Software (spring)			D	D	
TVF 216	R	Workshop: TV Production (spring)				D	
TVF 218	R	Fundamentals of Screenwriting (fall and spring)	D				
TVF 231	R	Principles of TV Production (spring)		I		I	
TVF 232	R	Field Production and Editing (spring)	I		I	I	
TVF 238	R	Principles of Audio Production (fall)		I		D	
TVF 287	R	Film Directing and Producing (spring)		D			
TVF 305	R	Visual Media Industries (spring)					D
TVF 312	R	Advanced Audio (fall)				M	
TVF 314	R	Media Operations (spring)				D	I
TVF 316	R	Workshop: Production Experiences (fall, spring)		D		D	I
TVF 317	R	Film Analysis & Worldview (fall, spring, summer)	D				
TVF 325	R	Cinematography (fall)		D		D	
TVF 416	R	Workshop: Advanced Prod. Equipment (spring)		D		D	
TVF 429	R	Advanced TV Production (fall)	M			M	
TVF 450	R	Advanced Post-Production Technique (spring)		M	M	M	
TVF 455	R	Advanced Filmmaking (spring)	M	M			
TVF 457	R	Advanced Field Production (fall)	D		D	M	
TVF 477	R	Production House (fall, spring)		D	D	D	D
TVF 499	R	Senior Research Project (fall)	M	M	M	M	M

CORE PROGRAM LEARNING OUTCOME #1

CORE PROGRAM LEARNING OUTCOME #2

CORE PROGRAM LEARNING OUTCOME #3

CORE PROGRAM LEARNING OUTCOME #4

CORE PROGRAM LEARNING OUTCOME #5

Communication (B.A.) Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE COURSE REQUIREMENTS								
Course Code	Required/ Elective	Course Name						
COM 101	R	Oral Communication	I	I	I	I	I	I
COM 203	R	Interpersonal Communication	D				D	D
COM 251	R	Communication Seminar						
COM 300	R	Organizational Communication		M			D	
COM 302	R	Advanced Public Speaking	D		M	M		
COM 309	R	Argumentation and Persuasion	D		D	M		
COM 322	E	Interviewing		D		D		
COM 342	R	Communication Theory		D				M
COM 400	E	Debate and Forensics Team	M		M	M	M	M
COM 409	E	Gender and Family Communication			D			M
COM 410	E	Conference Leadership/Event Planning		D			M	
COM 412	E	Training Development		D			M	
COM 425	R*	Intercultural Communication	D				D	D
COM 444	E	Advanced Interpersonal Communication						
COM 446	R*	Business and Professional Speech			M	D	M	
COM 451	E	Internship	M	M		M	M	M
COM 499	R	Research and Senior Paper/Project				M		M

*Currently (Fall 2017) these classes are listed as electives. We plan to have these courses required in the future.

Communication (B.S.) Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE COURSE REQUIREMENTS								
Course Code	Required/ Elective	Course Name						
COM 101	R	Oral Communication	I	I	I	I	I	I
COM 203	R	Interpersonal Communication	D				D	D
COM 251	R	Communication Seminar						
COM 300	R	Organizational Communication		M			D	
COM 302	R	Advanced Public Speaking	D		M	M		
COM 309	R	Argumentation and Persuasion	D		D	M		
COM 322	E	Interviewing		D		D		
COM 342	R	Communication Theory		D				M
COM 400	E	Debate and Forensics Team	M		M	M	M	M
COM 409	E	Gender and Family Communication			D			M
COM 410	E	Conference Leadership/Event Planning		D			M	
COM 412	E	Training Development		D			M	
COM 425	R*	Intercultural Communication	D				D	D
COM 444	E	Advanced Interpersonal Communication						
COM 446	R*	Business and Professional Speech			M	D	M	
COM 451	E	Internship	M	M		M	M	M
COM 499	R	Research and Senior Paper/Project				M		M

*Currently (Fall 2017) these classes are listed as electives. We plan to have these courses required in the future.

Digital Communication Outcomes Map

* **INTRODUCTORY**- introduce learning goals (update or initial reflection)

* **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)

* **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

			<div> <div>Communication Literacy, Contexts</div> <div>Communication Literacy, Applications</div> <div>Research Methods</div> <div>Technology Proficiency</div> <div>Critical Thinking</div> <div>Faith and Professional Practice</div> </div>					
DIGITAL COMMUNICATION MAJOR COURSE REQUIREMENTS								
Course Code	Required/ Elective	Course Name						
DCM 100	R	Digital Society						
DCM 101	R	Digital Composition						
DCM 107	R	Digital Newswriting						
DCM 130	R	Digital Photography						
DCM 140		Digital Storytelling						
DCM 200		Web Design						
DCM 205		Cross-Platform Writing						
DCM 320	R	Communications Research			M	D	M	D
DCM 321	R	Media Law and Ethics						M
DCM 327	R	Social Media Management	M	D	M	D	M	D
DCM 421	R	Media Markets		M		M	M	D
CAM 451	R	Communication Internship	D	D	D	D	D	D
DCM 498	R	Capstone Preparation		M			M	D
DCM 499	R	Capstone Project		M			M	D
MARKETING COMMUNICATION COGNATE COURSE REQUIREMENTS								
MKT 130	R	Principles of Marketing						
MKT 334	R	Integrated Marketing Communication						

**Global Studies - ASC B.A.
Curriculum Map**

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE PROGRAM LEARNING OUTCOME #1
CORE PROGRAM LEARNING OUTCOME #2
CORE PROGRAM LEARNING OUTCOME #3
CORE PROGRAM LEARNING OUTCOME #4
CORE PROGRAM LEARNING OUTCOME #5

CORE COURSE REQUIREMENTS			#1	#2	#3	#4	#5
Course Code	Required/ Elective	Course Name					
GOV 305	R	Comparative Government	D	D	D	I	I
GOV 311	R	International Relations	D	D	D	I	I
GOV 370	R	Area Studies (concentration specific)	D	D	D	I	I
GOV 449	R	Political Science Research Methods				M	M
IS 301	R	Global Perspectives on the Modern World	D	D	D		
IS 440	R	Global Issues	D	D	D	I	I
BIB 358	E	Turkey Study Tour	D	D	D	I	I
BUS 361	E	International Business	D	D	D	I	I
ELL 201	E	Global Development/Sustainability	D	D	D	I	I
ENG 310	E	World Literature	D	D	D	I	I
ENG 317	E	Multicultural Literature	D	D	D	I	I
GOV 369	E	Protocol and Diplomacy	D	D	D	I	I
GOV 381	E	American Foreign Policy	D	D	D	I	I
GOV 391	E	International Political Economy	D	D	D	I	I
HIS 490	E	Cultural Geography	D	D	D	I	I
HUM 333	E	Travel Studies	D	D	D	I	I
IS 361	E	Foundtions of International Community Development	D	D	D	I	I
IS 370	E	Problems in International Community Development	D	D	D	I	I
IS 391	E	Seminar in International Community Development	D	D	D	I	I
SOC 308	E	Cultural Anthropology	D	D	D	I	I
HIS 381	R	Modern China & Japan	M	M	M	D	D
HIS 382	R	History of India & Southeast Asia	M	M	M	D	D
HIS 483	R	Contemporary Asia	M	M	M	D	D
HUM 333	R	Travel Studies: Asia	D	D	D		
HUM 350	R	Area Studies (concentration specific)	D	D	D	D	D
IS 499	R	Senior Paper				M	M

**Global Studies- LASC B.A.
Curriculum Map**

* **INTRODUCTORY**- introduce learning goals (update or initial reflection)

* **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)

* **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE PROGRAM LEARNING OUTCOME #1

CORE PROGRAM LEARNING OUTCOME #2

CORE PROGRAM LEARNING OUTCOME #3

CORE PROGRAM LEARNING OUTCOME #4

CORE PROGRAM LEARNING OUTCOME #5

CORE COURSE REQUIREMENTS			#1	#2	#3	#4	#5
Course Code	Required/ Elective	Course Name					
GOV 305	R	Comparative Government	D	D	D	I	I
GOV 311	R	International Relations	D	D	D	I	I
GOV 370	R	Area Studies (concentration specific)	D	D	D	I	I
GOV 449	R	Political Science Research Methods				M	M
IS 301	R	Global Perspectives on the Modern World	D	D	D		
IS 440	R	Global Issues	D	D	D	I	I
BIB 358	E	Turkey Study Tour	D	D	D	I	I
BUS 361	E	International Business	D	D	D	I	I
ELL 201	E	Global Development/Sustainability	D	D	D	I	I
ENG 310	E	World Literature	D	D	D	I	I
ENG 317	E	Multicultural Literature	D	D	D	I	I
GOV 369	E	Protocol and Diplomacy	D	D	D	I	I
GOV 381	E	American Foreign Policy	D	D	D	I	I
GOV 391	E	International Political Economy	D	D	D	I	I
HIS 490	E	Cultural Geography	D	D	D	I	I
HUM 333	E	Travel Studies	D	D	D	I	I
IS 361	E	Foundtions of International Community Development	D	D	D	I	I
IS 370	E	Problems in International Community Development	D	D	D	I	I
IS 391	E	Seminar in International Community Development	D	D	D	I	I
SOC 308	E	Cultural Anthropology	D	D	D	I	I
HIS 361	R	Colonial Latin America	M	M	M	D	D
HIS 362	R	Survey of Latin America	M	M	M	D	D
HIS 464	R	The Caribbean, Mexico, & Central America	M	M	M	D	D
HUM 333	R	Travel Studies: Latin America	D	D	D		
HUM 350	R	Area Studies (concentration specific)	D	D	D	D	D
IS 499	R	Senior Paper				M	M

**Global Studies- MESC B.A.
Curriculum Map**

* **INTRODUCTORY**- introduce learning goals (update or initial reflection)

* **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)

* **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE PROGRAM LEARNING OUTCOME
#1
CORE PROGRAM LEARNING OUTCOME
#2
CORE PROGRAM LEARNING OUTCOME
#3
CORE PROGRAM LEARNING OUTCOME
#4
CORE PROGRAM LEARNING OUTCOME
#5

CORE COURSE REQUIREMENTS			#1	#2	#3	#4	#5
Course Code	Required/ Elective	Course Name					
GOV 305	R	Comparative Government	D	D	D	I	I
GOV 311	R	International Relations	D	D	D	I	I
GOV 370	R	Area Studies (concentration specific)	D	D	D	I	I
GOV 449	R	Political Science Research Methods				M	M
IS 301	R	Global Perspectives on the Modern World	D	D	D		
IS 440	R	Global Issues	D	D	D	I	I
BIB 358	E	Turkey Study Tour	D	D	D	I	I
BUS 361	E	International Business	D	D	D	I	I
ELL 201	E	Global Development/Sustainability	D	D	D	I	I
ENG 310	E	World Literature	D	D	D	I	I
ENG 317	E	Multicultural Literature	D	D	D	I	I
GOV 369	E	Protocol and Diplomacy	D	D	D	I	I
GOV 381	E	American Foreign Policy	D	D	D	I	I
GOV 391	E	International Political Economy	D	D	D	I	I
HIS 490	E	Cultural Geography	D	D	D	I	I
HUM 333	E	Travel Studies	D	D	D	I	I
IS 361	E	Foundtions of International Community Development	D	D	D	I	I
IS 370	E	Problems in International Community Development	D	D	D	I	I
IS 391	E	Seminar in International Community Development	D	D	D	I	I
SOC 308	E	Cultural Anthropology	D	D	D	I	I
HIS 371	R	Islamic Middle East	M	M	M	D	D
HIS 473	R	The Rise of Modern Israel	M	M	M	D	D
HIS 472	R	Twentieth Century Middle East	M	M	M	D	D
HUM 333	R	Travel Studies: Middle East	D	D	D		
HUM 350	R	Area Studies (concentration specific)	D	D	D	D	D
BIB 358	R	Turkey Study Tour	D	D	D		
BIB 401	R	Israel Study Tour	D	D	D		
IS 499	R	Senior Paper				M	M

International/Community Development B.A. Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE COURSE REQUIREMENTS			#1	#2	#3	#4	#5	#6
Course Code	Required/Elective	Course Name						
GOV 391	R	International Political Economy	D	D	D	I	I	
GOV 449	R	Political Science Research Methods				M	M	M
GOV 452	R	Civil Liberties, Civil Rights, Social Justice	D	D	D	D	D	D
HIS 490	R	Cultural Geography	D	D	D	D	D	D
IS 350	R	Internship in International Studies	D	D	D			
IS 361	R	Foundations of International/Community Development	I	I	I	I		
IS 370	R	Problems in International/Community Development	M	M	M	D	D	D
IS 391	R	Seminar in International/Community Development	M	M	M	D	D	D
IS 462	R	Needs Assessment	D	D	D	M	M	M
WRT 430	R	Grant Writing	D	D	D	D	D	D
ELL 413	R	Cross Cultural Communication	D	D	D	D	D	D
ACT 215	R	Principles of Financial Accounting	D	D	D	D	D	D
IS 499	R	Senior Seminar and Paper				M	M	M

**International Relations B.A.
Curriculum Map**

* **INTRODUCTORY**- introduce learning goals (update or initial reflection)

* **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)

* **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE PROGRAM LEARNING OUTCOME
#1
CORE PROGRAM LEARNING OUTCOME
#2
CORE PROGRAM LEARNING OUTCOME
#3
CORE PROGRAM LEARNING OUTCOME
#4
CORE PROGRAM LEARNING OUTCOME
#5

CORE COURSE REQUIREMENTS			#1	#2	#3	#4	#5
Course Code	Required/ Elective	Course Name					
GOV 201	R	Introduction to Political Science	I	I	I		
GOV 449	R	Political Science Research				M	M
GOV 369	R	Protocol and Diplomacy	M	M	M	D	D
GOV 391	R	International Political Economy	D	D	D	I	I
GOV 488	R	Model United Nations Internship	D	D	D		
GOV 331	E	Western Political Theory	D	D	D		
GOV 335	E	Christian Faith and Government: Theory	D	D	D		
GOV 479	E	Readings in Government	D	D	D	D	D
GOV 305	R	Comparative Government	D	D	D	I	I
GOV 311	R	International Relations	D	D	D	I	I
GOV 370	E	Area Studies	D	D	D	D	D
GOV 381	R	American Foreign Policy	M	M	M	D	D
GOV 391	R	International Political Economy	D	D	D	I	I
HIS 324	E	Modern Europe	D	D	D	D	D
HIS 361	E	Colonial Latin America	D	D	D	D	D
HIS 362	E	Survey of Latin America	D	D	D	D	D
HIS 371	E	Islamic Middle East	D	D	D	D	D
HIS 372	E	Ancient Near East	D	D	D	D	D
HIS 381	E	Modern China and Japan	D	D	D	D	D
HIS 382	E	History of India and Southeast Asia	D	D	D	D	D
HIS 473	E	Rise of Modern Israel	D	D	D	D	D
IS 350	E	Internship in International Studies	D	D	D		
IS 440	E	Global Issues	D	D	D	D	D
MMC 489	E	Campaign Strategies	D	D	D	D	D
THE 303	E	Major Religions of the World	D	D	D	D	D
IS 301	R	Global Perspectives in the Modern World	D	D	D		
ELL 413	R	Cross Cultural Communications	D	D	D	D	D
IS 499	R	Senior Seminar and Paper				M	M

Leadership Studies B.A. Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE PROGRAM LEARNING OUTCOME #1

CORE PROGRAM LEARNING OUTCOME #2

CORE PROGRAM LEARNING OUTCOME #3

CORE PROGRAM LEARNING OUTCOME #4

CORE PROGRAM LEARNING OUTCOME #5

CORE COURSE REQUIREMENTS			#1	#2	#3	#4	#5
Course Code	Required/ Elective	Course Name					
IS 301	R	Global Perspectives in the Modern World	D	D	D		
IS 462	R	Needs Assessment and Program Evaluation	D	D	D	M	M
GOV 341	R	Public Administration	M	M	M	D	D
GOV 461	R	Public Policy Analysis				M	M
COM 300	R	Organizational Communication	D	D	D	D	D
COM 412	R	Training and Development	D	D	D	D	D
GOV 369	R	Protocol & Diplomacy	M	M	M	D	D
COM 410	R	Discussion & Conference Leadership	D	D	D		
COM 446	R	Buisness/Professional Speech	D	D	D		
WRT 430	R	Grant Writing	D	D	D	D	D
CHRM 302	R	Christian Leadership	D	D	D		
LEAD 399	R	Leadership Practicum	D	D	D		
LEAD 499	R	Senior Paper/Project				M	M

Curriculum Map

Master of Organizational Leadership

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

PLO #1: LEARNING	PLO #2: KNOWLEDGE	PLO #3: COMMUNICATION	PLO #4: RESPONSIBILITY	PLO #5: JUDGMENT
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CORE COURSE REQUIREMENTS							
Course Code	Required/ Elective	Course Name					
GMAL 502	R	Graduate Orientation Seminar	I				
GMAL 503	R	Empowered Leadership	D		I		
GHPE 503	R	Graduate Health Fitness	D				
GMAL 513	R	Leadership Theory & Skills	D	I			I
GMAL 523	R	Organizational Culture & Change		D		I	D
GMAL 533	R	Leading Innovation & Technology			D	D	D
GMAL 543	R	Ethical Leadership & Governance	D				D
GMAL 553	R	Thought & Sector Leadership		D	D		M
GMAL 603	E	Human Capital & Talent Development	D		D		
GMAL 613	E	Leading Global Teams				D	
GMAL 623	E	Strategic Foresight & Planning		D			D
GMAL 683	E	Directed Study	D				
GMAL 593	R	Capstone Project		M		M	
GMAL 595	R	Capstone Presentation	M		M		

MEDIA PRODUCTION (BS) Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

CORE COURSE REQUIREMENTS							
Course Code	Required /Elective	Course Name					
ADV 216	E	Advertising Fundamentals & Design (fall & spring)	D	I		D	
ADV 221	E	Branding, Promotion & Storytelling (spring)					D
CAM 451	R	Communication Internship (fall, spring, summer)	M	M	M	M	M
DCM 100	R	Digital Society (fall)	I				I
DCM 101	R	Digital Composition (fall, spring)				I	
DCM 130	R	Digital Photography (fall, spring)		D		D	
DCM 200	R	Web Design (fall, spring)				D	
JRN 321	R	Media Law & Ethics (spring)					D
PRP 327	E	Social Media Management (fall, spring)	I	I		D	
TVF 116	R	Workshop: Production Equipment (spring)		I		I	
TVF 133	R	Production Software (spring)			D	D	
TVF 216	R	Workshop: TV Production (spring)				D	
TVF 218	R	Fundamentals of Screenwriting (fall and spring)	D				
TVF 231	R	Principles of TV Production (spring)		I		I	
TVF 232	R	Field Production and Editing (spring)	I		I	I	
TVF 238	R	Principles of Audio Production (fall)		I		D	
TVF 287	R	Film Directing and Producing (spring)		D			
TVF 316	R	Workshop: Production Experiences (fall, spring)		D		D	I
TVF 317	R	Film Analysis & Worldview (fall, spring, summer)	D				
TVF 499	R	Senior Research Project (fall)	M	M	M	M	M

**Political Science B.A.
Curriculum Map**

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

			CORE PROGRAM LEARNING OUTCOME						
			#1	#2	#3	#4	#5		
Course Code	Required/ Elective	Course Name							
GOV 201	R	Introduction to Political Science	I	I	I	I	I		
GOV 449	R	Political Science Research	M	M	M		D		
GOV 461	E	Public Policy Analysis	D	D	D		D		
GOV 331	R	Western Political Theory	D	D	D				
GOV 335	R	Christian Faith and Government: Theory	D	D	D				
GOV 336	R	Christian Faith and Government: Practicum	D	D	D				
GOV 321	E	Legislative Process	D	D	D	D	D		
GOV 322	E	Political Parties and Elections	D	D	D	D	D		
GOV 323	E	American Political Leadership	D	D	D	D	D		
GOV 341	E	Public Administration	D	D	D	D	D		
GOV 479	E	Readings in Government	D	D	D	D	D		
GOV 487	E	Oklahoma Intercollegiate Legislature Internship	D	D	D	D			
GOV 489	E	American Studies Internship	D	D	D	D			
GOV 103	E	Comparative Government	I	I	I	I	I		
GOV 311	E	International Relations	D	D	D	I	I		
GOV 370	E	Area Studies	D	D	D	D	D		
GOV 381	E	American Foreign Policy	D	D	D	D	D		
GOV 391	E	International Political Economy	D	D	D	I	I		
GOV 488	E	Model United Nations Internship	D	D	D				
HHG 399	R	Department Internship/Practicum	D	D	D	M	M		
HHG 499	R	Department Senior Paper	M	M	M		M		

Public Relations and Advertising Curriculum Map

- * **INTRODUCTORY**- introduce learning goals (update or initial reflection)
- * **DEVELOPMENTAL**- develop/emphasize learning goals (places of formative assessment)
- * **MASTERY**- mastery/measure learning goals (assignments, capstones, places of summative assessment)

MAJOR COURSE REQUIREMENTS								
Course Code	Required/ Elective	Course Name						
PRP 213	R	Publications Workshop				M	D	I
ADV 216	R	Advertising Fundamentals and Design	M	I	I	M	D	I
ADV 221	R	Branding, Promotions, and Storytelling		I	D	I	D	D
PRP 225	R	Principles of Public Relations & Engaging Media		D	I	I	D	I
ADV 320	R	Communications Research	D	D	M	D	M	D
JRN 321	R	Media Law and Ethics	M	M	D	I	D	M
PRP 327	R	Social Media Management	M	D	M	D	M	D
ADV 421	R	Media Planning		M	M	M	M	D
PRP 428	R	Public Relations Case Studies	M				M	M
CAM 451	R	Communications Internship	D	D	D	D	D	M
ADV 499	R	Senior Research Project	M	M			M	D
CONCENTRATION/COGNATE COURSE REQUIREMENTS								
COM 302	R	Advanced Public Speaking	M	M	M	M	M	D
COM 410	R	Conference Leadership/ Event Planning	I	D			D	
MMC 104	R	Media and Pop Culture	I	I		I	I	I
JRN 107	R	Newswriting 1	I	I	I	I	D	D
JRN 108	R	Newswriting 1 Lab	D	D		I		I
INT 101	R	Digital Composition	D	D	D	D	D	D
INT 200	R	Interactive Media and Web Design	M	D	D	D	D	I
TVF 332	R	Field Production and Editing	I	D		D	D	I
ART 365	R	Digital Photography		D		I	D	D