SOCIAL MEDIA AND PUBLIC RELATIONS (B.A.)

Unless otherwise noted, 120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA.

Program Requirements Overview

Code	Title	Credits
General Education Requirements		42
World Languages and Cultures Requirements		3-9
Major Requirements		48
Free Electives		27-21
Total Credits		**120**

Major Requirements

Code	Title	Credits
Core Requirements		
CMST 110	Introduction to Communication and Media	3
CMST 210	Theorizing Communication and Media	3
Required Courses		
STCM 130	Fundamentals of Public Relations and Advertising	3
STCM 140	Multimedia Production for Strategic Communication	3
STCM 230	Brand Storytelling in Strategic Communication	3
STCM 233	Public Relations Writing Across Media	3
STCM 240	Social Media Analytics	3
STCM 330	Public Relations Investigation and Strategy	3
STCM 333	Public Relations Cases	3
STCM 430	Public Relations Campaigns	3
Electives		
Complete any 18 credits from CMDA, CMST, FMTV, JOUR, SPTC, and STCM in consultation with your advisor. See links to course lists below.		18
Total Credits		**48**

Electives

CMDA Courses (http://catalog.montclair.edu/coursesaz/cmda/)

CMST Courses (http://catalog.montclair.edu/coursesaz/cmst/)

FMTV Courses (http://catalog.montclair.edu/coursesaz/fmtv/)

JOUR Courses (http://catalog.montclair.edu/coursesaz/jour/)

SPTC courses (http://catalog.montclair.edu/coursesaz/sptc/)

STCM Courses (http://catalog.montclair.edu/coursesaz/stcm/)

General Education Requirements

Click here for a list of courses that fulfill General Education categories. (http://catalog.montclair.edu/programs/general-education-requirements-ba-bs/)

Code	Title	Credits
A. New Student Seminar		
Complete a 1 credit New Student Seminar		1
C. Communication		
1. Writing		*3*
2. Literature		*3*
3. Communication		*3*
D. Fine and Performing Arts		
Complete a 3 credit Fine and Performing Arts course.		3
F. Humanities		
1. Great Works and Their Influences		*3*
2. Philosophical and Religious Perspectives		*3*
G. Computer Science		
Complete a 3 credit Computer Science course.		3
H. Mathematics		
Complete a 3 credit Mathematics course.		3
I. Natural Science Laboratory		
Complete a 4 credit Natural Science Laboratory course.		4
J. Physical Education		
Complete a 1 credit Physical Education course.		1
K. Social Science		
1. American and European History		*3*
2. Global Cultural Perspectives		*3*
3. Social Science Perspectives		*3*
Students in P12 Subject Area Teaching programs complete EDFD 200 as part of the Teacher Education sequence.		
L. Interdisciplinary Studies		
Complete a 3 credit Interdisciplinary Studies course.		3
Students in P12 Subject Area Teaching programs complete SASE 210 as part of the Teacher Education sequence.		
Total Credits		**42**

World Languages and Cultures Requirements

Click here for a list of courses that fulfill World Languages and Cultures categories. (http://catalog.montclair.edu/programs/world-languages-and-cultures-requirements/)

Code	Title	Credits
World Languages		
Based on language placement exam, complete one or two sequential courses in the same language. **Requirement is automatically fulfilled by language major courses.**		3-6
World Cultures		
Requirement may be fulfilled by course selected in General Education - Social Science: Global Cultural Perspectives. Requirement may also be fulfilled by major coursework. See list of courses.		0-3
Total Credits		**3-9**

Recommended Roadmap to Degree Completion

This four-year plan is provided as an outline for students to follow in order to complete their degree requirements within four years. This plan is a

recommendation and students should only use it in consultation with their academic advisor.

First Year

Fall	Credits	Spring	Credits
GNED 199	1	WRIT 106	3
GENERAL EDUCATION (C1) Writing	3	GENERAL EDUCATION (G) Computer Science	3
CMST 101	3	GENERAL EDUCATION (K1) Social Science – American and European History	3
GENERAL EDUCATION (D) Fine and Performing Arts	3	CMST 210	3
CMST 110	3	STCM 130	3
	13		**15**

Second Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (H) Mathematics	3	GENERAL EDUCATION (K2) Social Science – Global Cultural Perspectives	3
World Language 1	3	GENERAL EDUCATION (J) Physical Education	1
STCM 140	3	World Language 2	3
STCM 230	3	STCM 233	3
Free Electives	3	STCM 240	3
		Major Elective	3
	15		**16**

Third Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (F2) Humanities – Philosophical and Religious Perspectives	3	GENERAL EDUCATION (F1) Humanities – Great Works and Their Influences	3
GENERAL EDUCATION (I) Natural Science Laboratory	4	GENERAL EDUCATION (K3) Social Science – Social Science Perspectives	3
STCM 330	3	STCM 333	3
Major Elective	3	Major Elective	3
Free Elective or World Cultures course if needed.	3	Free Elective	3
	16		**15**

Fourth Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (L) Interdisciplinary Studies	3	STCM 430	3
Major Elective	3	Free Elective	3
Major Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
	15		**15**

Total Credits 120