

SOCIAL MEDIA AND PUBLIC RELATIONS (B.A.)

Unless otherwise noted, 120 credits of coursework is required for a 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. <i>Writing</i>	3
	2. <i>Literature</i>	3
	3. <i>Communication</i>	3
D. Fine and Performing Arts		
	Complete a 3 credit Fine and Performing Arts course.	3
F. Humanities		
	1. <i>Great Works and Their Influences</i>	3
	2. <i>Philosophical and Religious Perspectives</i>	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. <i>American and European History</i>	3
	2. <i>Global Cultural Perspectives</i>	3
	3. <i>Social Science Perspectives</i>	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 0-3 - Social Science: Global Cultural Perspectives. Requirement may also be fulfilled by major coursework. See list of courses.	
	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.

Free Elective	3 Free Elective	3
	15	15

Total Credits 120**First Year**

Fall	Credits	Spring	Credits
GNE199		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