Southwest Baptist UNIVERSITY

BACHELOR OF ARTS/SCIENCE IN ORGANIZATIONAL AND STRATEGIC COMMUNICATION

FRESHMAN - FALL SEMESTER

Course	Title	Credits
BIB 1013	Values: Old Testament History	3
COM 1103	Communication: Fundamentals of Speech	3
ENG 1113	Communication: English Composition I	3
UNI 1111	Opportunities: University Seminar	1
DISCOVER	Reasoning: (Reasoning Options)	3
COM 1111	Writing for Communication	1
Total Credits	....	**14**

FRESHMAN - SPRING SEMESTER

Course	Title	Credits
BIB 1023	Values: New Testament History	3
ENG 3813	Communication: Professional Writing and Editing	3
UNI 1121	Reasoning: Introduction to Critical Thinking	1
DISCOVER	Discipline: (Discipline Options)	3
DISCOVER	Values: (Spiritual Formation Options)	2
ELECTIVE	Student Selection	3
Total Credits	....	**15**

SOPHOMORE - FALL SEMESTER

Course	Title	Credits
DISCOVER	Enrichment: (Enrichment Options)	3
DISCOVER	Society: (American Studies Options)	3
DISCOVER	Society: (Social Studies Options)	3
COM 1013 or COM 3233	Media and Society or Introduction to Public Relations	3
COM 3283 or COM 3353	Persuasion and Rhetoric or Organizational Communication	3
Total Credits	....	**15**

SOPHOMORE - SPRING SEMESTER

Course	Title	Credits
DISCOVER	Inquiry: (Inquiry Options)	4
DISCOVER	Values: (Cultural Awareness Options)	2
COM 2393	Interpersonal Communication	3
ELECTIVE	Student Selection	7
Total Credits	....	**16**

JUNIOR - FALL SEMESTER

Course	Title	Credits
COM 1013 or COM 3233	Media and Society or Introduction to Public Relations	3
COM 3283 or COM 3353	Persuasion and Rhetoric or Organizational Communication	3
COM 4433 or CHOICE	Interviewing or Communication Choice (upper-level)	3
CHOICE	Language Choice (BA) or Communication Choice (BS)	3
ELECTIVE	Student Selection	3
Total Credits	....	**15**

JUNIOR - SPRING SEMESTER

Course	Title	Credits
COM 3313 or CHOICE	Advanced Public Speaking or Communication Choice (upper-level)	3
MKT 4253	Digital and Social Media Marketing	3
CHOICE	Language Choice (BA) or Communication Choice (BS)	3
CHOICE	Communication Choice	3
ELECTIVE	Student Selection	3
Total Credits	....	**15**

SENIOR - FALL SEMESTER

Course	Title	Credits
COM 4433 or CHOICE	Interviewing or Communication Choice (upper-level)	3
COM 4532	Senior Capstone	2
ELECTIVE	Student Selection	10
Total Credits	....	**15**

SENIOR - SPRING SEMESTER

Course	Title	Credits
COM 3313 or CHOICE	Advanced Public Speaking or Communication Choice (upper-level)	3
COM 4983	Communication Internship	3
CHOICE or ELECTIVE	Communication Choice (BS) or Student Selection (BA)	3
ELECTIVE	Student Selection	6
Total Credits	....	**15**

DISCOVER Core Curriculum
Student Selection: Open Choice, Second Major Courses, or Minor Courses

Total Credits to Graduate: 120

Updated Spring 2024

THIS IS A PROPOSED GUIDELINE. Please check the catalog and see your advisor for your final degree requirements.
Southwest Baptist University reserves the right to make changes to degree plans without advanced notice or obligation.