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| **Catalog Year 2020-2021**Degree, Major: BA CommunicationConcentration: Corporate CommunicationTrack: Leadership | ***(For internal use only)***[ ]  *No change*[x]  *UCC proposal* |

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| **Course Subject and Title** | **Cr.**  | **Min.** **Grade** | **\*GE,** **UU or UM** | **\*\*Sem. Offered** | **Prerequisite** | **Co-Requisite** |
| Semester One |
| GE Objective 1: ENGL 1101 Writing and Rhetoric I | 3 | C- | GE | F, S, Su | Appropriate placement score |  |
| GE Objective 3 | 3 |  | GE | F, S, Su | Appropriate placement score |  |
| GE Objective 4 | 3 |  | GE | F, S, Su |  |  |
| CMP 2202 Photo, Graphic & Video Editing,  | 3 |  |  | F, S |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Two |
| GE Objective 1: ENGL 1102 Writing and Rhetoric II | 3 | C- | GE | F, S, Su | ENGL 1101 or equivalent |  |
| GE Objective 2: COMM 1101 | 3 |  | GE | F, S, Su |  |  |
| GE Objective 5 with Lab  | 4 |  |  | F, S, Su |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  | F, S |  |  |
| Free Electives | 2 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Three |
| GE Objective 5  | 3 |  | GE | F, S, Su |  |  |
| CMP 2201 Business and Professional Communication  | 3 |  |  | F, S |  |  |
| CMP 2209 Persuasion | 3 |  |  | F, S |  |  |
| CMP 3320 Foundations of Leadership | 3 |  | UM | F |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Four |
| GE Objective 6 | 3 |  | GE | F, S, Su |  |  |
| GE Objective 9 | 3 |  | GE | F, S, Su |  |  |
| CMP 3308 Groups and Communication | 3 |  | UM | F, S |  |  |
| CMP 3302 Image Management | 3 |  | UM | S |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Five |
| GE Objective 7/8: CMP 2205 is recommended | 3 |  | GE | F, S, Su |  |  |
| GE Objective 4 | 3 |  | GE | F, S, Su |  |  |
| CMP 4422 Conflict Management | 3 |  | UM | F |  |  |
| CMP Track Electives | 3 |  | UM |  |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Six |
| GE Objective 6  | 3 |  | GE | F, S, Su |  |  |
| GE Objective 9 | 3 |  | GE | F, S, Su |  |  |
| CMP 3309 Communication Inquiry | 3 |  | UM | S |  |  |
| CMP 4420 Advanced Leader Communication | 3 |  | UM | S |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Seven |
| CMP Track Electives | 6 |  |  |  |  |  |
| Upper Division Free Electives  | 6 |  | UU |  |  |  |
| Free Electives | 3 |  |  |  |  |  |
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|  Total  | 15 |  |  |  |  |  |
| Semester Eight  |
| CMP Track Electives | 6 |  |  |  |  |  |
| Upper Division Free Electives  | 9 |  | UU |  |  |  |
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|  Total  | 15 |  |  |  |  |  |
| \*GE=General Education Objective, UU=Upper Division University, UM= Upper Division Major\*\*See Course Schedule section of Course Policies page in the e-catalog (or input F, S, Su, etc.)  |

A Major Academic Plan (MAP) is one way to complete a degree in a set number of semesters. The *example* below is only one strategy. Actual plans for individual students will vary based on advisor recommendations and academic needs. Official Program Requirements including Major, General Education, Electives, and university requirements (see pg.2) are based on Catalog Year.

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| BA, Communication, Corporate Communication, Leadership Page 2  |
| **2020-2021 Major Requirements** | **CR** | **GENERAL EDUCATION OBJECTIVES****Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **45** | 1. Written English (6 cr. min) ENGL 1101 | 3 |
| **Required Courses** |  |  ENGL 1102 | 3 |
| **Core Courses** | **18** | 2. Spoken English (3 cr. min) COMM 1101 | 3 |
| CMP 2201 Business and Professional Communication | 3 | 3. Mathematics (3 cr. min) Recommended MATH 1123 | 3 |
| CMP 2202 Photo, Graphic & Video Editing | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** |
| CMP 2209 Persuasion | 3 |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  |
| CMP 3308 Groups and Communication | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** |
| CMP 3309 Communication Inquiry | 3 |  |  |
| **Leadership Track Courses** | **12** |  |  |
| CMP 3302 Image Management | 3 |  |  |
| CMP 3320 Foundations of Leadership | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** |
| CMP 4420 Advanced Leader Communication | 3 |  |  |
| CMP 4422 Conflict Management | 3 |  |  |
|  |  | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** |
| **CMP Electives (Choose 5 courses from list)** | **15** | 7. Critical Thinking |  |
| CMP 2205 Argumentation  |  | 8. Information Literacy  |
| CMP 2241 Introduction to Public Relations |  | 9. Cultural Diversity **(1 course; 3 cr. min)** |
| CMP 2261 Introduction to Advertising |  |  |  |
| CMP 2286 Visual Rhetoric |  | General Education Elective to reach 36 cr. min. **(if necessary)** |
| CMP 3307 Social and Interactive Media Campaigns |  |   |  |
| CMP 3346 Public Relations Writing |  |  **Total GE** | **37** |
| CMP 3347 Sport Communication |  | Undergraduate Catalog and GE Objectives by [Catalog Year](https://www.isu.edu/advising/academic-support/general-education/) *http://coursecat.isu.edu/undergraduate/programs/* |
| CMP 3367 Advertising Media Planning |  |
| CMP 4404 Gender & Communication |  |  |
| CMP 4440 Sport Public Relations |  |
| CMP 4446 Public Relations Campaigns |  |
| CMP 4475 Corporate Video Production |  | **MAP Credit Summary** | **CR** |
| CMP 4487 Rhetorical Theory |  | Major  | 45 |
| CMP 4488 Rhetorical Criticism |  | General Education  | 37 |
| CMP 4494 Internship |  | Upper Division Free Electives to reach 36 credits | 3-15 |
|  |  | Free Electives to reach 120 credits | 23-35 |
|  |  |  TOTAL | 120 |
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|  |  | **Graduation Requirement Minimum Credit Checklist** | **Confirmed** |
|  |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | X |
|  |  | Minimum 15 cr. Upper Division in Major (0 cr. Associate) | X |
|  |  | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | X |
|  |  | Minimum of 120 cr. Total (60 cr. Associate) | X |
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| **Advising Notes** | ***MAP Completion Status (for internal use only)*** |
| CMP 2205 Argumentation is suggested for GE Objective 7 and CMP elective |  | *Date* |
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|  | *CAA or COT:* | 3/27/2020 bgb |
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|  | **Complete College American Momentum Year****Math and English course in first year-Specific GE MATH course identified****9 credits in the Major area in first year****15 credits each semester (or 30 in academic year)****Milestone courses** |
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|  |  Form Revised 9.10.2019 |