

Catalog Year 2018-2019

BA Communication: Corporate Communication

Leadership Track

A Major Academic Plan (MAP) illustrates one way to complete a degree in a recommended number of semesters. Below is an example of an efficient and recommended plan, but actual plans will vary by individual student needs. Program requirements are based on Catalog Year. See page two for a detailed summary of Major, General Education, Elective, and university requirements.

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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 English Composition | 3 | C- | GE |  | Appropriate placement score |  |
| GE Objective 3 | 3 |  | GE |  |  |  |
| GE Objective 5 with Lab | 4 |  | GE |  |  |  |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  | F, S |  |  |
| Free Electives | 2 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Two |
| GE Objective 1: ENGL 1102 Critical Reading and Writing | 3 | C- | GE |  | ENGL 1101 or equivalent |  |
| GE Objective 2: COMM 1101 | 3 |  | GE |  |  |  |
| GE Objective 4 | 3 |  | GE |  |  |  |
| GE Objective 5 | 3 |  | GE |  |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Three |
| GE Objective 4 | 3 |  | GE |  |  |  |
| CMP 2201 Business and Professional Communication | 3 |  |  | F, S |  |  |
| CMP 2209 Persuasion | 3 |  |  | F, S |  |  |
| CMP 3320 Foundation of Leadership | 3 |  | UM | F |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Four |  |  |  |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| GE Objective 9 | 3 |  | GE |  |  |  |
| GE Objective 8: CMP 2205 Argumentation ( and CMP track elective) | 3 |  | GE | F, S |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  | F, S |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Five |  |  |  |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| CMP 3308 Groups and Communication | 3 |  | UM | F |  |  |
| CMP 4422 Conflict Management | 3 |  | UM | F |  |  |
| Free Electives | 6 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Six |  |  |  |  |  |  |
| CMP 3309 Communication Inquiry | 3 |  | UM | S |  |  |
| CMP 4420 Advanced Leadership Communication | 3 |  | UM | S |  |  |
| CMP 3302 Image Management  | 3 | UM |  | S |  |  |
| CMP Track Elective | 3 |  |  |  |  |  |
| Free Electives | 3 |  |  |  |  |  |
|  Total | 15 |  |  |  |  |  |
| Semester Seven |  |  |  |  |  |  |
| CMP Track Electives | 6 |  |  |  |  |  |
| Upper Division Free Electives | 9 |  | UU |  |  |  |
|  Total  | 15 |  |  |  |  |  |
| Semester Eight |   |  |  |  |  |  |
| CMP Track Electives | 6 |  |  |  |  |  |
| Upper Division Free Electives | 9 |  | UU |  |  |  |
|  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.)  |

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| **2018-2019 Major Requirements** | **CR** | **2018-2019 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)  |  |
| 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 Leadership Communication | 3 |  |  |
| CMP 4422 Conflict Management  | 3 |  |  |
|  |  | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** |
| **CMP Electives 15** | 7. Critical Thinking |  |
| CMP 2205 Argumentation; CMP 2241 Introduction to Public Relations;  | 8. Information Literacy  |
| CMP 2261 Introduction to Advertising; CMP 2286 Visual Rhetoric; | 9. Cultural Diversity **(1 course; 3 cr. min)** |
| CMP 3307 Social and Interactive Media Campaigns;  |  |  |
| CMP 3346 Public Relations Writing; CMP 3347 Sport Comm;  | General Education Elective to reach 36 cr. min. **(if necessary)** |
| CMP 3367 Advertising Media Planning; CMP 4404 Gender & Communication; |   |  |
| CMP 4440 Sport Public Relations; CMP 4446 Public Relations Campaigns; |  Total GE | 37 |
| CMP 4475 Corporate Video Production; CMP 4487 Rhetorical Theory  | GE Objectives Courses: [*Catalog Year*](https://www.isu.edu/advising/academic-support/general-education/) |
| CMP 4488 Rhetorical Criticism; CMP 4494 Internship |
|  |  |  |  |
|  |  | **MAP Credit Summary** | **CR** |
|  |  | Major  | 45 |
|  |  | General Education  | 37 |
|  |  | Free Electives to reach 120 credits | 38 |
|  |  |  TOTAL | 120 |
|  |  |  |
|  |  |
|  |  | **Graduation Requirement Minimum Credit Checklist** | **Confirmed** |
|  |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | X |
|  |  | Minimum 16 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 |
|  |  |  |  |
| **Advising Notes** | ***MAP Completion Status (for internal use only)*** |
| CMP 2205: Argumentation suggested for Objective 7 or 8. |  | *Date* |
|  | *Department:*  | 10.19.2017 vb |
|  | *CAA or COT:* | 10.9.2017 jh |
|  | *Registrar:*  |  |
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