

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.

Degree Requirements Overview

Code	Title	Credits
	New Student Seminar	1
	SEEDS General Education Requirements	31-33
	Major Requirements	48
	Free Electives	40-38
	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/>)

New Student Seminar

Code	Title	Credits
	Students in the Adult Learner program must take GNED 100.	
	Complete one course from the following. Some courses may be restricted by major. Consult with an academic advisor.	1
ADVS 198	Pathways to Success	

CHEM 190	Freshman Seminar in Chemistry
FYS 100	First Year Seminar
GNED 100	Adult Academic Success Seminar
GNED 199	New Student Seminar
HPEM 199	Freshman Seminar in Health and Physical Education
IDS 155	Pathways to Adult Learning
JUST 199	New Student Seminar
MATH 102	New Student Experience for Mathematical Sciences
MUGN 199	Freshman Seminar for Music Majors
NURS 199	Introduction to Nursing
POLS 199	Freshman Seminar in Political Science and Law

SEEDS General Education Requirements

Click here for a listing of courses that fulfill the SEEDS requirements. (<http://catalog.montclair.edu/programs/seeds-general-education-requirements/>)

Code	Title	Credits
Foundations		
	<i>Effective Writing I</i>	
	Complete one Effective Writing I course.	3
	<i>Effective Writing II</i>	
	Complete one Effective Writing II course.	3
	<i>Interactive Communication</i>	
	Complete one Interactive Communication course.	3
	<i>Quantitative Reasoning</i>	
	Complete one Quantitative Reasoning course.	3
	<i>Political and Civic Life</i>	
	Complete one Political and Civic Life course.	3
	<i>World Languages</i>	
	Complete two sequential classes in one World Language when starting at the Beginner I or Beginner II level. Complete one class when starting at the Intermediate/Advanced Level.	3-6
Exploration		
	Complete one course from four different Exploration categories.	12
	<i>Analyzing Cultures and Societies</i>	
	<i>Creative Expression</i>	
	<i>Ethical Inquiry</i>	
	<i>Historical Thinking</i>	
	<i>Literary and Artistic Analysis</i>	
	<i>Scientific Reasoning</i>	
	Total Credits	30-33

Recommended Roadmap to Degree Completion

This recommended degree plan is provided as an outline for students to follow in order to complete their degree requirements within four years and 120 credits. This plan is a recommendation and MUST be used in consultation with their academic advisor. Important note: Students should be aware this plan assumes no pre-requisite coursework is

required. If pre-requisite coursework is needed, students may have additional requirements to fulfill which do not appear on the plan.

First Year

Fall	Credits	Spring	Credits
GNED 199		1 SEEDS: Effective Writing II	3
SEEDS: Effective Writing I	3	SEEDS Foundation Course	3
SEEDS Foundation Course	3	STCM 140	3
SEEDS: Foundation Course	3	Free Elective	3
CMST 110 (Fulfills SEEDS: Exploration - Historical Thinking)	3	Free Elective	3
STCM 130 (Fulfills SEEDS: Exploration - Creative Expression)	3		
	16		15

Second Year

Fall	Credits	Spring	Credits
SEEDS: World Language 1	3	SEEDS: World Language 2 or Free Elective	3
SEEDS: Exploration 3	3	STCM 233	3
CMST 210	3	STCM 240	3
Major Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
	15		15

Third Year

Fall	Credits	Spring	Credits
SEEDS: Exploration 4	3	STCM 330	3
STCM 230	3	Major Elective	3
Major Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
	15		15

Fourth Year

Fall	Credits	Spring	Credits
STCM 333	3	STCM 430	3
Major Elective	3	Major Elective	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	2
	15		14

Total Credits 120