



**2+2 Degree Plan Checklist**  
**Associate of Science in Liberal Arts and Sciences to**  
**Bachelor of Science**  
**Strategic Communications**



**National Park College**  
**Associate of Science in Liberal Arts and Sciences**  
**General Education Requirements (35 Credit Hours)**

**English/Communication (9 credit hours)**

			ASU	Semester	Hours	Grade
ENG	1113	English Composition I	ENGL 1003		3	
ENG	1123	English Composition II	ENGL 1013		3	
SPCH	1103	Fundamentals of Public Speaking	COMS 1203		3	

**Mathematics (3 credit hours)**

			ASU	Semester	Hours	Grade
MATH	1123	College Algebra <i>or</i>	MATH 1023		3	
MATH	1213	Quantitative Literacy	MATH 1043			

**Fine Arts and Humanities (6 credit hours)**

			ASU	Semester	Hours	Grade
ART	1593	Art Appreciation <i>or</i>	ART 2503		3	
MUS	1213	Music Appreciation	MUS 2503			
ENG	2273	World Literature I <i>or</i>	ENGL 2003		3	
ENG	2283	World Literature II <i>or</i>	ENGL 2013			
PHIL	1123	Introduction to Philosophy	PHIL 1103			

**History/Government (6 credit hours)**

			ASU	Semester	Hours	Grade
HIST	2253	World Civilization To 1500 <i>or</i>	HIST 1003		3	
HIST	2263	World Civilization Since 1500	HIST 1013			
HIST	2223	United States History To 1865 <i>or</i>	HIST 2763		3	
HIST	2233	United States History Since 1865 <i>or</i>	HIST 2773			
POLS	1113	American National Government	POSC 2103			

**Social Sciences (3 credit hours)**

			ASU	Semester	Hours	Grade
ANTH	1113	General Anthropology <i>or</i>	ANTH 2223		3	
ECON	2213	Microeconomics <i>or</i>	ECON 2313			
PSYC	1103	General Psychology <i>or</i>	PSY 2013			
SOC	1103	Introduction to Sociology	SOC 2213			

**Lab Sciences (8 credit hours)**

			ASU	Semester	Hours	Grade
BIOL	1114	General Biology I/Lab <i>or</i>	BIOL 1003/1001		4	
BIOL	2224	Anatomy and Physiology I	BIOL 2203/2201			
CHEM	1104	Chemistry for Non-Majors	CHEM 1043/1041		4	
CHEM	1204	General Chemistry I/Lab <i>or</i>	CHEM 1023/1021			
PHYS	1114	Physical Science	PHSC 1203/1201			
PHYS	1124	Astronomy	PHYS 1103/1101			



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**Directed Electives (24 Credit Hours)**

			ASU	Semester	Hours	Grade
BUS	1143	Introduction to Marketing	MKTG 3013		3	
ANTH	1113	<i>Select three:</i> General Anthropology	ANTH 2223		9	
ECON	2203	Macroeconomics	ECON 2313			
PSYC	1103	General Psychology	PSY 2013			
SOC	1103	Introduction to Sociology	SOC 2213			
ECON	2213	Microeconomics	ECON 2323		3	
MATH	1293	Intro to Statistics	STAT 3233		3	
		Foreign Language <i>Select two based on NPC competency and/or prerequisite standards:</i>			6	
SPAN	1103	Beginning Spanish I	SPAN 1013			
SPAN	1113	Beginning Spanish II	SPAN 1023			
SPAN	2113	Intermediate Spanish I	SPAN 2013			
SPAN	2123	Intermediate Spanish II	SPAN 2023			
FREN	1103	Beginning French I	FR 1013			
FREN	1113	Beginning French II	FR 1023			
FREN	2203	Intermediate French I	FR 2013			
FREN	2213	Intermediate French II	FR 2023			

**NPC Required Courses (1 Credit Hour)**

			ASU	Semester	Hours	Grade
ORT	0000	LMS Student Orientation	N/A		0	
PE	XXX1	Any 1-hr PE course			1	

**Total NPC Credit Hours: 60**



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**Arkansas State University**  
**Bachelor of Science in Strategic Communications**

**Required Courses (60 credit hours)**

			Semester	Hours	Grade
		<b>Major Requirements</b>			
STCM	3133	Interactive Advertising			
STCM	4003	Account Planning & Management			
STCM	4333	Social Media Measurement			
STCM	2143	Strategic Writing I			
STCM	3043	Principles of Strategic Communication			
STCM	3143	Strategic Writing II		33	
STCM	3553	Strategic Visual Communication			
STCM	4073	Strategic Communication Law and Ethics			
STCM	4213	Social Media in Strategic Communication			
STCM	4753	Strategic Communication Case Studies <i>or</i>			
STCM	4763	Strategic Communication Campaigns (not offered online)			
STCM	4773	Internship			
		<b>Media/Communications</b>			
		<i>Due to rotation, all courses may not be available every term</i>		9	
		<b>Electives</b>			
		<i>Must include 6 upper-level hours</i>		18	

**Total ASU Credit Hours: 60**  
**Total Credit Hours: 120**