



**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	MATH 1023		3	
MATH	1213	Math Reasoning	MATH 1043			

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

			ASU	Semester	Hours	Grade
ART	1593	Art Appreciation	ART 2503		3	
MUS	1213	Music Appreciation	MUS 2503			
ENG	2273	World Literature I	ENGL 2003		3	
ENG	2283	World Literature II	ENGL 2013			

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

			ASU	Semester	Hours	Grade
HIST	2253	World Civilization To 1500	HIST 1013		3	
HIST	2263	World Civilization Since 1500	HIST 1023			
HIST	2223	United States History To 1865	HIST 2763		3	
HIST	2233	United States History Since 1865	HIST 2773			
POLS	1113	American National Government	POSC 2103			

**Social Sciences (3 credit hours)**

			ASU	Semester	Hours	Grade
ANTH	1113	General Anthropology	ANTH 2233		3	
ECON	2203	Macroeconomics	ECON 2313			
GEOG	1103	Introduction to Geography	GEOG 2613			
PSYC	1103	General Psychology	PSY 2013			
SOC	1103	Introduction to Sociology	SOC 2213			

**Lab Sciences (8 credit hours)**

			ASU	Semester	Hours	Grade
BIOL	1024	Biology for Non-Majors	BIOL 1003/1001		4	
BIOL	1114	Biology for Majors	BIOL 1003/1001			
BIOL	2224	Anatomy and Physiology I	BIOL 2203/2201			
CHEM	1104	Chemistry for Non-Majors	CHEM 1043/1041		4	
CHEM	1204	Chemistry I for Majors	CHEM 1013/1011			
PHYS	1114	Physical Science	PHSC 1203/1201			
PHYS	1124	Astronomy	PHYS 1103/1101			



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**National Park College**  
**Associate of Science in Liberal Arts and Sciences**

**Directed Electives (25 Credit Hours)**

			ASU	Semester	Hours	Grade
BUS	1143	Introduction to Marketing	MKTG 3013		3	
ANTH	1113	<i>Select three:</i> General Anthropology	ANTH 2233		9	
ECON	2203	Macroeconomics	ECON 2313			
GEOG	1103	Introduction to Geography	GEOG 2613			
PSYC	1103	General Psychology	PSY 2013			
SOC	1103	Introduction to Sociology	SOC 2213			
ECON	2213	Microeconomics	ECON 2323		3	
MATH	2113	Intro to Statistics	STAT 2003		3	
		<b>Foreign Language</b> <i>Select two based on NPC competency and/or prerequisite standards:</i>			6	
FREN	1103	Beginning French I	FR 1013			
FREN	1113	Beginning French II	FR 1023			
FREN	2203	Intermediate French I	FR 2013			
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			
PE	XXX1	Any 1-hr PE course			1	

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

			ASU	Semester	Hours	Grade
ORT	1000	Student LMS Training	N/A		0	
ORT	1100	NPC Orientation	N/A		0	

**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
MDIA	1003	<b>General Education Requirement</b> Mass Media in Modern Society		3	
STCM	3133	<b>Major Requirements</b> Interactive Advertising			
STCM	4003	Account Planning			
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 Communications			
STCM	4753	Strategic Communication Case Studies <u>or</u>			
STCM	4763	Strategic Communication Campaigns			
STCM	4773	Internship in Strategic Communication			
		<b>Media/Communications Electives</b> <i>Due to rotation, all courses may not be available every term</i>		9	
		<b>Electives</b> Must include the appropriate number of upper-level (3000/4000) courses to satisfy the 40-hour university minimum requirement.		15	
		<b>40 upper-level hours required</b>			

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

**ARKANSAS STATE UNIVERSITY**

**NATIONAL PARK COLLEGE**

  
 Dr. Calvin White  
 Provost and Executive Vice Chancellor  
 Date 7/17/2024

  
 Dr. Chuck Argo  
 Vice President for Academic Affairs  
 Date 07/17/24