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Accelerated Master of Arts in Communication

School of Communication

Accelerated Program: BS (Strategic Communication, Advertising & Public Relations double emphasis) – MA (Communication, Strategic Communication emphasis)

**Overview**

*Note: This plan includes 9 units that are used to complete both the undergraduate and the graduate requirements: 3 at the graduate level and 6 at the undergraduate level.* *Students must receive a grade of “B” or higher in this coursework used towards both degrees.*

**Undergraduate requirements for students in the accelerated program**

**Take the following 54 units:**

Core Requirements (21 units):

COM 101 and COM 200 with grades of "C" or better (6 units)

CST 111 (3 units)

STR 207, STR 272, STR 307, and STR 373 (12 units)

Advertising & Public Relations Double Emphasis Requirements (33 units):

ADV 309, ADV 310, ADV 311W, and ADV 411C (12 units)

PR 371, PR 372W, and PR 471C (9 units)

STR 446 (3 units)

COM 525 (3 units)

PR 460 (3 units)

Major elective: Select from (3 units):

[ADV 208](http://catalog.nau.edu/Courses/course?courseId=011607&catalogYear=2122), [ADV 408](http://catalog.nau.edu/Courses/course?courseId=000204&catalogYear=2122), or [ADV 485](http://catalog.nau.edu/Courses/course?courseId=000208&catalogYear=2122)

[CMF 251](http://catalog.nau.edu/Courses/course?courseId=009408&catalogYear=2122) or [CMF 252](http://catalog.nau.edu/Courses/course?courseId=009409&catalogYear=2122)

[COM 330](http://catalog.nau.edu/Courses/course?courseId=012640&catalogYear=2122) or [COM 402](http://catalog.nau.edu/Courses/course?courseId=011467&catalogYear=2122)

[CST 116](http://catalog.nau.edu/Courses/course?courseId=007569&catalogYear=2122), [CST 217](http://catalog.nau.edu/Courses/course?courseId=007608&catalogYear=2122), [CST 311](http://catalog.nau.edu/Courses/course?courseId=007603&catalogYear=2122), or [CST 316](http://catalog.nau.edu/Courses/course?courseId=007607&catalogYear=2122)

[JLS 124](http://catalog.nau.edu/Courses/course?courseId=002558&catalogYear=2122), [JLS 205](http://catalog.nau.edu/Courses/course?courseId=012040&catalogYear=2122), or [JLS 251](http://catalog.nau.edu/Courses/course?courseId=012041&catalogYear=2122)

[PHO 100](http://catalog.nau.edu/Courses/course?courseId=006578&catalogYear=2122)

PR 208, PR 408, or PR 485

**Graduate requirements for students in the accelerated program**

Take the following **33-39 units** while remaining in [good academic standing](https://www5.nau.edu/policies/Client/Details/520?whoIsLooking=Students&pertainsTo=Graduate%20students&sortDirection=Ascending&page=1):

Core requirements (12 units):

COM 600 and COM 601 (6 units)

COM 698 (3 units)

Select one from: COM 602, COM 603, or COM 604 (3 units)

Strategic Communication Emphasis (18-21 units)

STR 446 (3 units)

COM 525 (3 units)

PR 460 (3 units)

Additional graduate-level coursework chosen in consultation with a graduate faculty advisor. Select elective courses from any graduate program that will help provide you with the research tools, specialization, and knowledge needed for work in the strategic communication industries (advertising, public relations, or merchandising), or for preparation for doctoral studies. (9-12 units)

All students will select either the Thesis or Project Option (3-6 units)

Thesis Option

COM 699 (6 units). Be aware that students may end up taking more than the 6 units that count toward the degree, as enrollment in COM 699 is required each fall and spring semester once a student begins the thesis until the student graduates. Additionally, students must enroll for at least 1 unit of COM 699 the semester in which they plan to defend and graduate, including summer, regardless of the number of units already taken. (6 units)

Project Option

COM 690 (3 units). Be aware that students may end up taking more than the 3 units that count toward the degree, as enrollment for at least one credit of COM 690 may be required each semester in which a student works on a project.

**Suggested Progression Plan**

^ Denotes undergraduate course applied towards the undergraduate degree

% Denotes a course that applies towards both degrees

\* Denotes graduate course applied towards the graduate degree

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| Fall Year 1 (Term 1: 19 units) | Spring Year 1 (Term 2: 18 units) |
| ^ General Elective Course | ^ Liberal Studies and/or Diversity |
| ^ Foundation English | ^ Liberal Studies and/or Diversity |
| ^ Liberal Studies and/or Diversity | ^ Foundation Math |
| ^ Liberal Studies and/or Diversity | ^ Liberal Studies and/or Diversity |
| ^ General Elective Course | ^ General Elective Course |
| ^ General Elective Course | ^ General Elective Course |

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| Fall Year 2 (Term 3: 18 units) | Spring Year 2 (Term 4: 18 units) |
| ^ STR 207 | ^ STR 373 |
| ^ STR 272 | ^ CST 111 |
| ^ Liberal Studies and/or Diversity  | ^ COM 200 |
| ^ STR 307 | ^ ADV 309 |
| ^ COM 101 | ^ Liberal Studies Science and Applied Science  |
| ^ General Elective Course  | ^ General Elective Course |

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| Fall Year 3 (Term 5: 16 units) | Spring Year 3 (Term 6: 15 units) |
| % STR 446 | % PR 460 |
| ^ PR 371 | ^ ADV 311W |
| ^ Liberal Studies Lab Science Lecture | ^ ADV 310 |
| ^ Liberal Studies Lab Science Lab | ^ General Elective Course |
| ^ PR 372W | ^ Major Elective Course |
| ^ General Elective Course |  |

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| Fall Year 4 (Term 7: 18 units; graduate with the BS) | Spring Year 4 (Term 9: 9 units) |
| ^ ADV 411C | \* COM 600 |
| % COM 525 | \* COM 601 |
| ^ PR 471C | \* Graduate-level elective  |
| ^ General Elective Course |  |
| ^ General Elective Course |  |
| ^ General Elective Course |  |

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| Fall Year 5 (Term 9: 9 units) | Spring Year 5 (Term 10: 9 units; graduate with the MA) |
| \* COM 602, 603, or 604 | \* COM 690 or 699  |
| \* COM 698 | \* Graduate-level elective |
| \* COM 699 or Graduate-level elective | \* Graduate-level elective |