

BA IN CONTENT STRATEGY ACADEMIC MAP Catalog Year 2024-2025

The Bachelor of Arts with a major in Professional and Technical Communication is a four-year degree designed to provide a broad liberal arts background and basic training in the principles of technical communication. It will prepare students for careers as technical communicators in a variety of domains, including information technology, software and hardware documentation, marketing communication, grant writing, and information design.

Fall	Hrs.	Spring	Hrs.
ENGL 1310 or TECM 1700	3	TECM 2700	3
MATH 1580 or 1680	3	PSCI 2306	3
PSCI 2305	3	Creative Arts*	3
Elective	3	Elective	3
Social and Behavioral Science*	3	Elective	3
Total Hours	15	Total hours	15
Milestones		Milestones	
Attend mandatory freshman academic advising		Attend mandatory freshmen academic advising	
Meet your Faculty Advisor			

Fall	Hrs.	Spring	Hrs.
TECM 3010	3	TECM 4180	3
Component Area Option: Course 1*	3	TECM 3500	3
Life and Physical Science*	3	Life and Physical Science*	3
HIST 2610	3	HIST 2620	3
TECM 3550	3	Language, Philosophy & Culture*	3
Total hours	15	Total hours	15

Fall	Hrs.
TECM 3100	3
TECM 4010	3
MKTG 3651	3
Elective	3
Elective	3
Total hours	15

Spring	Hrs.
TECM 4190	3
TECM 4100	3
Component Area Option: Course 2*	3
INFO 4306 or LTEC 4060	3
Elective	3
Total hours	15

Fall	Hrs.
TECM 4500	3
Additional Course 1**	3
Advanced Elective	3
Elective	3
Elective	3
Total hours	15
Milestones	
Complete a Graduation Check with your advisor	

Spring	Hrs.
Additional Course 2**	3
Advanced Elective	3
Advanced Elective	3
Elective	3
Elective	3
Total hours	15
Milestones	
Apply for Graduation in first two weeks of semester	

*See the University Core Curriculum section of the catalog for approved list of course options.

**Students complete six additional hours of advanced-level courses in TECM, or six hours of in the same foreign language, or an approved area related to content strategy. If taking courses outside the department, consult the TECM undergraduate advisor.