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The undergraduate catalog PDF and this addendum represent the official version of
GAI 2021 Undergraduate Bulletin.

New or Revised Courses

ACCT 4307 - Data Analytics for Accounting

ANTH 2360 - How to Build a Time Machine: Technology for Reconstructing Our Past

ANTH 4342 - Resilience: Ethnography, Ethics, and Care

ANTH 4344 - Pandemics! The Science of Disease Spread, Prevention, and Control

ANTH 4386 - The Archaeology of Gender and Sexuality

APSM 3311 - Applied Exercise Physiology

ARHS 1360 - Picturing the American West

ARHS 3319 - Christian, Jewish, and Muslim Dialogue between Art and Text

APSM 4360 - Strength and Conditioning Programs

APSM 5160 - Teaching Practicum (*now APSM 4160*)

APSM 5260 - Teaching Practicum (*now APSM 4260*)

APSM 5261 - Research Practicum in Applied Physiology (*now APSM 4261; an Applied Physiology and Sport Management, B.S. with a Specialization in Applied Physiology and Health Management requirement*)

APSM 5300 - Senior Project (*now APSM 4315; an Applied Physiology and Sport Management, B.S. (Sport Management Concentration); Applied Physiology and Sport Management, B.S. (Sport Performance Leadership Concentration requirement)*)

APSM 5305 - Senior Project APHM (*now APSM 4305; an Applied Physiology and Sport Management, B.S. with a Specialization in Applied Physiology and Health Management requirement*)

APSM 5351 - Fitness and Health Enterprise (*now APSM 4351; an Applied Physiology and Health Management Minor; Applied Physiology and Sport Management, B.S. with a Specialization in Applied Physiology and Health Management*)

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CCPA 4198 - CCPA Fellow: Internship
CCPA 4298 - CCPA Fellow: Internship
CCPA 4335 - Advanced Digital Communication
CEE 4381 - Civil and Environmental Engineering Design II
CEE 5319 - Soil Chemistry and Mineralogy

ECE 5383 - Introduction to Quantum Informatics

FREN 3365 - Contemporary French Cinema

GEOL 4385 - Internship in Geoscience

HIST 3318 - History of Ancient China

JOUR 2306 - Sports, News Media, and Social Media Analytics

JOUR 3326 - Media and the Art of Fashion Design

JOUR 3327 - Media and the Business of Fashion

KNW 2306 - The Kids are Alright: Interdisciplinary Approaches to Childhood and Adolescence (*now HIST 2306*)

KNW 2311 - Perspectives on American Business Through the Lens of General Motors (*now BUSE 2311*)

KNW 2313 - Science and Politics in the Nuclear Age (*now GEOL 2313*)

KNW 2315 - Ethnviolence (*now HIST 3316*)

MNO 4344 - Pandemic! The Science of Disease Spread, Prevention, and Control

MSA 2305 - Building Digital Audiences

December 2, Wednesday: Last day to drop a course (grade of W).

December 2, Wednesday: Last day to withdraw from the University.

December 2-4, Wednesday-Friday: Classes will be held virtually t/P M 12 Tf1 0 0 1 212.33 681.46 Tm0 g0 G

SMU-in-

Public Relations and Strategic Communication, B.A.

Requirements for the Degree (37 Credit Hours)

Course Requirements (16 Credit Hours)

Enrollment is contingent upon successful completion of all core requirements.

CCPA 2300 - Public Speaking in Context

CCPA 2308 - Introduction to Newswriting for Public Relations

or

JOUR 2312 - News Reporting (for declared journalism majors or minors only)

CCPA 3382 - Advanced Writing for Public Relations

CCPA 3310 - Crisis Management

CCPA 4130 - Professional Seminar

CCPA 4340 - Corporate Finance and Public Relations Strategy

or

CCPA 4386 - Financial Communication

or

CCPA 4397 - Fashion Industry Public Relations Strategy (for declared fashion media majors only)