Mass Communication ADVANCE SRE Pathways

Advance SRE Pathway of **Distinction** Curricular and Co-curricular[*] Events Required	Advance SRE Pathway of **Excellence** Curricular and Co-curricular[*] Events Required
Curricular 1. UNIV 100 2. CMCN 170 3. CMCN 386 4. CMCN 415 5. CMCN 469 **Co-curricular** 6. Two (2) approved <u>workshops or trainings</u>[1] 7. <u>Professional Development</u> Leadership experience[2] **OR** Mentored research[3] **OR** Internship[4] 8. <u>Dissemination</u> Presentation at a departmental, university, regional, national, or international conference[5] **OR** Publication submissions (2-3 publications)[6]	**Curricular** 1. UNIV 100 2. CMCN 170 3. CMCN 384 4. CMCN 386 5. CMCN 415 6. CMCN 469 **Co-curricular** 7. Three (3) approved <u>workshops or trainings</u>[1] 8. <u>Leadership Experience</u>[2] 9. <u>Professional Development</u> Mentored Research[3] **OR** Internship[4] 10. <u>Dissemination Part 1</u> Presentation at a departmental, university, regional, national, or international conference[5] **OR** Publication submissions (3-5 publications)[6] 11. <u>Dissemination Part 2</u> Presentation at regional, national, or international conference[7] **OR** Honors thesis **OR** Manuscript submission[8]

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* ASRE-approved courses only. Students who have earned credits for a course that is not ASRE approved may petition to substitute that course with a course 300 or 400 level course identified as providing research skill. The SCRCS Advance office will review the petition for approval. Approved substitutions are only for the purpose of completing an Advance Pathway and are not approved as substitution for the degree.

[1]Approved workshops can include, but are not limited to SCRCS, library, or university workshops. SCRCS Advance Workshops can be found on the UL Lafayette SCRCS website. 1 in person SCRCS workshop is equivalent to 2 virtual SCRCS workshops. Other workshops focused on research skills are possible by approval from the Communications Department. Other trainings that could count include CITI training or others as specified by the Communication Department.

[2] Leadership experience can include, but is not limited to, regular attendance at meetings or service as an officer of an approved organization. Approved organizations include (but are not limited to): the UL Public Relations Society of America (PRSSA), UL Society of Leadership Communication, UL Speech & Debate Team, Rotary Club, Sigma Gamma Mu, or UL SGA. Additional organizations may be approved by Department Head or ASRE Liaison on a case-by-case basis.

[3]Mentored research includes but is not limited to, volunteer, scholarship, paid from grants, MUREs (mentored undergraduate research experience), or SUREs (summer undergraduate research experience). Active involvement in a research lab or independent research project supervised by a Strategic Communication faculty member, for at least one semester. Mentored research includes, but is not limited to, volunteer, scholarship, or paid from grants. Mentored research may also be internal to UL Lafayette or external to UL Lafayette. The Communication Department will evaluate the mentored research based on the research submitted by the student and input from their mentor.

[4]Internships could be internal or external to UL Lafayette. CMCN 490 would count. Must be approved by Communications Department during final year of study.

[5]Must be oral or poster presentation.

[6]Publication submissions includes publications in local media outlet(s) as appropriate to the student's area of focus (Journalism/Broadcasting).

[7]Must be oral or poster presentation. Only regional, national, or international conferences will receive credit. Must also be a different conference than the Presentation requirement.

[8]Student must co-author with a faculty member.