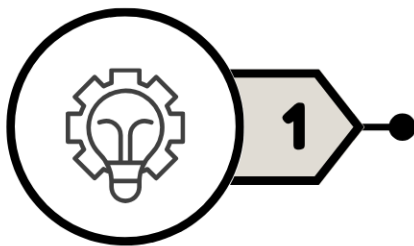


ASRE PATHWAY OF DISTINCTION IN STRATEGIC COMMUNICATION

This is a general idea of the steps to complete an ASRE Pathway. The goal of this program is for students to begin during their freshman year and complete requirements throughout their college career. There is flexibility in the timeframe, but all requirements must be complete prior to graduation.

Please review the next pages for superscript notes with further information.



1

INITIATION

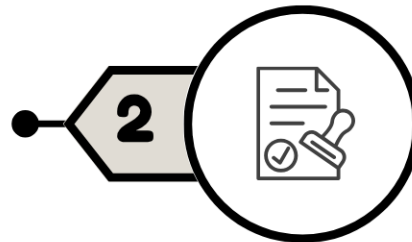
Begin by completing:

- UNIV 100 "First Year Seminar"

BUILDING SKILLS

Build skills through:

- CMCN 170 "Media in the 21st Century"
- Two (2) research related trainings or workshops¹

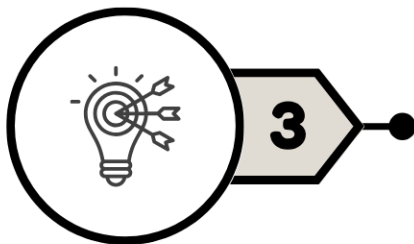


2

MASTERING SKILLS

Master skills through:

- CMCN 331 "Strategic Communication Research"

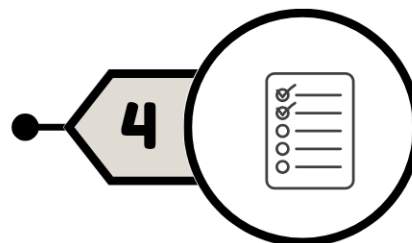


3

PROFESSIONAL DEVELOPMENT

Develop professionally through:

- The professional development experience: either a leadership experience² OR mentored research³ OR complete an internship⁴

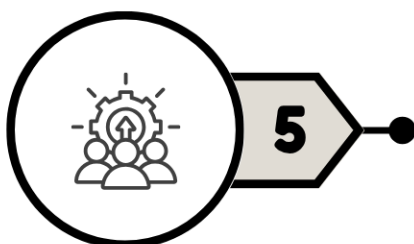


4

DISSEMINATION

Disseminate through:

- CMCN 429 "Strategic Communication Firm Experience"
- CMCN 449 "Strategic Campaign Management"
- Presentation at a departmental, university, regional, national, or international conference⁵

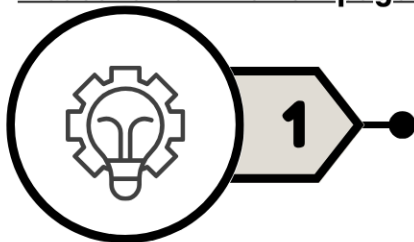


5

ASRE PATHWAY OF EXCELLENCE IN STRATEGIC COMMUNICATION

This is a general idea of the steps to complete an ASRE Pathway. The goal of this program is for students to begin during their freshman year and complete requirements throughout their college career. There is flexibility in the timeframe, but all requirements must be complete prior to graduation.

Please review the next pages for superscript notes with further information.



1

INITIATION

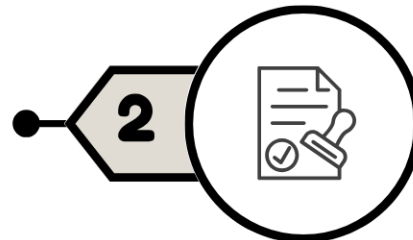
Begin by completing:

- UNIV 100 "First Year Seminar"

BUILDING SKILLS

Build skills through:

- CMCN 170 "Media in the 21st Century"
- Three (3) research related trainings or workshops¹

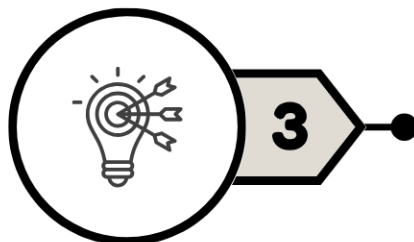


2

MASTERING SKILLS

Master skills through:

- CMCN 331 "Strategic Communication Research"
- CMCN 384 "Communication Theory"
- Leadership Experience²

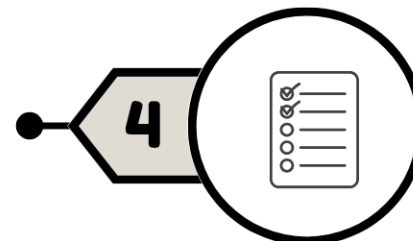


3

PROFESSIONAL DEVELOPMENT

Develop professionally through:

- The professional development experience: either mentored research³ OR complete an internship⁴

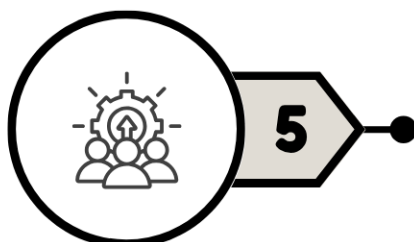


4

DISSEMINATION

Disseminate through:

- CMCN 429 "Strategic Communication Firm Experience"
- CMCN 449 "Strategic Campaign Management"
- CMCN 478 "Special Topics in Communication"
- Presentation at a departmental, university, regional, national, or international conference⁵
- The dissemination experience: either a presentation at a regional, national, or international conference⁶ OR complete an honors thesis OR author or co-author a manuscript submission⁷



5

STUDENT VIEW

See the next page for superscript notes with more information.

Advance SRE Pathway of <u>Distinction</u> Curricular and Co-curricular* Events Required	Advance SRE Pathway of <u>Excellence</u> Curricular and Co-curricular* Events Required
<p>Curricular</p> <ol style="list-style-type: none"> 1. UNIV 100 2. CMCN 170 3. CMCN 331 4. CMCN 429 5. CMCN 449 <p>Co-curricular</p> <ol style="list-style-type: none"> 6. Two (2) approved <u>workshops or trainings</u>¹ 7. <u>Professional Development</u> Leadership experience² <p>OR</p> <p>Mentored research³</p> <p>OR</p> <p>Internship⁴</p> <ol style="list-style-type: none"> 8. <u>Presentation</u> at a departmental, university, regional, national, or international conference⁵ 	<p>Curricular</p> <ol style="list-style-type: none"> 1. UNIV 100 2. CMCN 170 3. CMCN 331 4. CMCN 384 5. CMCN 429 6. CMCN 449 7. CMCN 478 <p>Co-curricular</p> <ol style="list-style-type: none"> 8. Three (3) approved <u>workshops or trainings</u>¹ 9. <u>Leadership Experience</u>² 10. <u>Professional Development</u> Mentored Research³ <p>OR</p> <p>Internship⁴</p> <ol style="list-style-type: none"> 11. <u>Presentation</u> at a departmental, university, regional, national, or international conference⁵ 12. <u>Dissemination</u> Presentation at regional, national, or international conference⁶ <p>OR</p> <p>Honors thesis</p> <p>OR</p> <p>Manuscript submission⁷</p>

Strategic Communication ADVANCE SRE Pathways

Superscript Notes:

* 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 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.

¹Approved 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.

²Leadership 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.

³Mentored 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 may also be internal 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.

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

⁵Must be oral or poster presentation.

⁶Must be oral or poster presentation. Only regional, national, or international conferences will receive credit. Must also be a different conference than the Presentation requirement.

⁷Student must co-author with a faculty member.