

BUTLER UNIVERSITY • DEPARTMENT OF THEATRE

B.A. IN THEATRE *PLUS* A SECONDARY MAJOR IN STRATEGIC COMMUNICATION (STR)

- The B.A. degree in Theatre requires 120 credits.
 - 40 hours must be 300 or 400-level courses.
 - All theatre majors have Arts Event Attendance Requirements; for details, check <https://www.butler.edu/jca/for-current-students>.
- The double major of Theatre and Strategic Communication will fulfill the following Areas of Inquiry in the University Core Curriculum: Perspectives of the Creative Arts, The Social World, and Texts and Ideas. In addition, the B.A. Theatre curriculum fulfills both the Indianapolis Community Requirement and the Butler Cultural Requirement.
- The student will be assigned a Strategic Communication advisor in addition to their Theatre advisor.

Semester 1

TH 100	Professional Theatre Pract	1
TH 101	Professional Theatre Lab	0
TH 111	Acting 1	3
TH 121	Stage Movement 1	2
TH 122	Voice for the Actor 1	2
TH 130	Production Fundamentals	2
TH 150-ICR	Idea of Theatre	3
FYS 101	First Year Seminar	3
STR 128	Promotional Writing 1	3
TOTAL Credit Hours:		19

Semester 2

TH 100	Professional Theatre Pract	1
TH 101	Professional Theatre Lab	0
TH 112	Acting 2	3
TH 250	Text Analysis	3
FYS 102	First Year Seminar	3
AR ____	Analytic Reasoning	3
STR 222	Principles of Strat Comm	3
TOTAL Credit Hours:		16

Semester 3

TH 300	Professional Theatre Pract	1
TH 232/331/335	TH Design Course	3
TH ____	Theatre Electives	2
GHS ____	Global and Historical Studies	3
COM 101	Foundations of Public Speaking	3
STR 228	Promotional Writing 2	3
STR 251	Design & Production for STR	3
TOTAL Credit Hours:		18

Semester 4

TH 300	Professional Theatre Pract	1
TH 301	Professional Theatre Lab	0
TH 232/331/335	TH Design Course	3
TH ____	Theatre Electives	3
GHS ____	Global and Historical Studies	3
STR 324	Ethics & Case Problems in STR	3
SW 266-CCM	Media Literacy	3
TOTAL Credit Hours:		16

Semester 5

TH 300	Professional Theatre Pract	1
TH 301	Professional Theatre Lab	0
TH 232,331,335	TH Design Course	3
TH 451/2/3	Critical Perspectives 1/2/3	3
TH ____	Theatre Elective	1
WB ____	Well Being	1
STR 327	Research Methods for STR	3
____	Media Law Elective	3
TOTAL Credit Hours:		15

Semester 6

TH 351/2-SJD	Amer Theatre History 1/2	3
TH ____	Theatre Electives	3
STR 330	Dig & Soc Med Mar for STR	3
____	Specialization Course	3
____	CC Elective from approved list*	3
TOTAL Credit Hours:		15

Semester 7

TH 441	Stage Directing 1	3
TH 490	Senior Capstone in Theatre	1
NW ____	The Natural World	5
STR 424	Public Comm Campaigns	3
STR ____	Elective	3
____	Specialization Course	3
TOTAL Credit Hours:		18

Semester 8

TH 300	Professional Theatre Pract	1
TH 301	Professional Theatre Lab	0
TH 491-99	Capstone Project, Internship	1
STR 440/441	STR: Pub Rel & Adv Internship	3-6
____	International Comm Elec	3
____	Communication Theory Elective	3
____	Specialization Course	3
TOTAL Credit Hours:		14-17

SUMMARY

REQUIRED THEATRE COURSES:

TH 100	Professional Theatre Practices (first-year)	2 (1,1)
TH 101	Professional Theatre Lab (first-year: 2 sem)	0,0
TH 300	Professional Theatre Practices (soph,jr,sr)	4 (1,1,1,1)
TH 301	Professional Theatre Lab (soph,jr,sr: 3 sem)	0,0,0
TH 111	Acting 1	3
TH 112	Acting 2	3
TH 121	Stage Movement 1	2
TH 122	Voice for the Actor 1	2
TH 130	Production Fundamentals	2
TH 150-ICR	Idea of Theatre	3
TH 232	Stage Lighting 1	3
TH 250	Text Analysis	3
TH 331	Scenography	3
TH 335	Costume Design	3
TH 351 or 352-SJD	American Theatre History 1 or 2	3
TH 441	Stage Directing 1	3
TH 451,452, or 453	Critical Perspectives of Theatre 1,2, or 3	3
TH 490	Senior Capstone in Theatre	1
TH 491-499	Capstone Project, Internship, or Thesis	1
Theatre Electives		9
TOTAL		53

UNIVERSITY CORE CURRICULUM:

FYS 101,102	First Year Seminar	3,3
GHS ____	Global and Historical Studies	3,3
AR ____	Analytic Reasoning	3
NW ____	The Natural World	5
WB ____	Well-Being	1
TOTAL		21

COURSES REQUIRED FOR THE STRATEGIC COMMUNICATION MAJOR:

COM 101	Foundations of Public Speaking	3
SW 266-CCM	Media Literacy	3
Communication and Culture elective from approved list*		3
STR 128	Promotional Writing 1	3
STR 222	Principles of Strategic Communication	3
STR 228	Promotional Writing 2	3
STR 251	Design and Production for STR	3
STR 324	Ethics and Case Problems in STR	3
STR 327	Research Methods for STR	3
STR 330	Digital and Social Media Marketing for STR	3
STR 424	Public Communication Campaigns	3
STR 440 or 441	STR: Public Rel & Advertising Internship	3-6
ONE course in Media Law from the following (or current equivalent):		3
CME 432	Law and Regulation of Electronic Media	
JR 409	Media Economics and Regulation	
JR 414	Media Law	

MI 452	Entertainment Media and the Law	
ONE course in International Communication from the following (or current equivalent):		3
JR 325	Gender and News: Global Views (can fulfill the Communication and Culture requirement)	
JR 417	Global Media (can fulfill the Communication and Culture requirement)	
ORG 359	Intercultural Communication	
STR 405	Global Strategic Communication	
ONE course in Communication Theory from the following (or current equivalent):		3
CCM 310	Media and Cultural Theory	
CCM 315	Rhetorical Theory	
ORG 350	Contemporary Communication Theory	
STR 410	Theories of Persuasion	
STR 419	Audience Analysis and Insights	
STR 422	Consumer Culture Theory	
ONE STR elective from the following:		3
STR 321	Advertising Practices	
STR 322	Advertising Copywriting	
STR 328	Public Relations Writing	
STR 342	Strategic Communication for Nonprofits	
STR 351	Advanced Graphic Design for Strategic Comm	
STR 355	Photo Graphic Communication	
STR 356	Sports Promotion	
STR 357	Hospitality and Tourism Promotion	
STR 359	Video Graphic Communication	
STR 415	Strategic Crisis Communication	
STR 426	Special Topics in Strategic Communication	
TOTAL		48-51

Strategic Communication majors are encouraged to specialize in Advertising, Public Relations, or Advertising Creative Design, each of which requires an additional 9 credits (shown in the 8-semester plan above):

Advertising Specialization:

STR 321	Advertising Practices	3
TWO courses chosen from the following:		3,3
STR 322	Advertising Copywriting	
STR 351	Advanced Graphic Design for STR	
STR 355	Photo Graphic Communication	
STR 356	Sports Promotion	
STR 357	Hospitality and Tourism Promotion	
STR 359	Video Graphic Communication	
STR 426	Special Topics in Strategic Communication	
Other courses selected with permission of the department chair		

Public Relations Specialization:

STR 328	Public Relations Writing	3
TWO courses chosen from the following:		3,3
AA 301	Principles and Practices of Arts Administration	
CCM 398	Argumentation and Advocacy	
ORG 315	Business and Professional Communication	
STR 342	Strategic Communication for Nonprofits	
STR 351	Advanced Graphic Design for STR	

STR 355	Photo Graphic Communication	
STR 357	Hospitality and Tourism Promotion	
STR 359	Video Graphic Communication	
STR 415	Strategic Crisis Communication	
STR 426	Special Topics in Strategic Communication	
Other courses selected with permission of the department chair		

Advertising Creative Design Specialization:

STR 351	Advanced Graphic Design for STR	3
TWO courses chosen from the following:		3,3
STR 355	Photo Graphic Communication	
STR 359	Video Graphic Communication	
Other courses selected with permission of the department chair		

****The following courses are approved to fulfill the Communication and Culture Course Requirement:***

CCM 254	Gender and Communication	3
CCM 330	Representations of Race & Diff	3
CCM 376	Film, Culture, and Criticism	3
CCM 420	Queering Film	3
CCM 468	Women and Rock	3
CCM 470	Sports, Media, and Culture	3
CCM 481	Technologies of the Body	3
CCM 482	Voices of Dissent & Social Change	3
JR 325	Gender and News: Global Views	3
JR 417	Global Media	3
SLHS 338	Language and Culture	3
SPM 458	Perspectives in Sports Media	3
STR 405	Global Strategic Communication	3