



College of Liberal Arts & Social Sciences

B.A. Content Strategy

2025-2026

This four-year plan provides a model for on-time completion of this UNT program. Texas Common Course Numbering System (TCCNS) show how course transfers apply to UNT degree requirements. The four-year plan also shows the first point when no TCCNS options are available for this program. See the current [Undergraduate Catalog](#) for course prerequisites. Course availability at UNT is subject to change, and the plan shown below may change based on updates to UNT's course offerings.

First Year Fall		First Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
UNT Core: American History	See list of approved courses	UNT Core: American History	See list of approved courses
UNT Core: Life & Physical Sciences	See list of approved courses	UNT Core: Life & Physical Sciences	See list of approved courses
UNT Core: Mathematics	See list of approved courses	UNT Core: Social & Behavioral Sciences	See list of approved courses
ENGL 1310 or TECM 1700	ENGL 1301	TECM 2700	ENGL 2311
Elective	Consult UNT advisor	Elective	Consult UNT advisor

Second Year Fall		Second Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
UNT Core: Core Option Course	See list of approved courses	UNT Core: Core Option Course	See list of approved courses
UNT Core: Language, Philosophy & Culture	See list of approved courses	UNT Core: Creative Arts	See list of approved courses
PSCI 2305	GOVT 2305	PSCI 2306	GOVT 2306
Elective	Consult UNT advisor	Elective	Consult UNT advisor
Elective	Consult UNT advisor	Elective	Consult UNT advisor

Third Year Fall		Third Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
TECM 3010	N/A	TECM 3550	N/A
TECM 4180	N/A	TECM 4190	N/A
MKTG 3651	N/A	INFO 4306 or LTEC 4060	N/A
Additional Course*	Consult UNT advisor	Additional Course*	Consult UNT advisor
Elective	Consult UNT advisor	Elective	Consult UNT advisor

Fourth Year Fall		Fourth Year Spring	
UNT Requirement	TCCNS Option	UNT Requirement	TCCNS Option
TECM 3100	N/A	TECM 4010	N/A
TECM 3500	N/A	TECM 4100	N/A
TECM 4500	N/A	Elective (Advanced)	N/A
Elective (Advanced)	N/A	Elective (Advanced)	N/A
Elective	Consult UNT advisor	Elective	Consult UNT advisor

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



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Courses Recommended for Transfer

The UNT Core requirements are shown with Texas Common Course Numbering System values only when UNT offers equivalent courses. There may be other courses in transfer that apply toward the specific degree requirement, but those listed are known to apply.

UNT Core: Communication

One course for this requirement will be met by fulfilling the B.A. Content Strategy major requirements. In addition, complete **ENGL 1301** or **TECM 1700** (at UNT only).

A grade of 'C' or higher is required on courses applied toward this requirement.

UNT Core: Mathematics

One course chosen from: **BUSI 2305**; **MATH 1324, 1325, 1332, 1342, 2312** or **2412, 2313** or **2413**

UNT Core: Life and Physical Sciences

For students **not** majoring in Science, Mathematics, or Engineering, completing two courses from the list below is recommended (Consult UNT advisor for more options).

- **ANTH 2401** or **2301/2101**
- **ASTR 1403** or **1303/1103**
- **ASTR 1404** or **1304/1104**
- **BIOL 1408** or **1308/1108**
- **BIOL 2406** or **2306/2106**
- **GEOL 1401** or **1301/1101**
- **GEOL 1403** or **1303/1103**
- **PHYS 1403** or **1303/1103**
- **PHYS 1404** or **1304/1104**
- **PHYS 1410** or **1310/1110**
- **PHYS 1415** or **1315/1115**

UNT Core: American History

Two courses chosen from: **HIST 1301, 1302, 2301**

UNT Core: Government/Political Science

GOVT 2305 and **2306**

UNT Core: Creative Arts

One course chosen from: **ARTS 1301** or **1304**; **DRAM 1310**; **MUSI 1306** or **1307**; **SPCH 2341**

UNT Core: Language, Philosophy and Culture

One course chosen from: **ARTS 1303**; **ENGL 2321, 2326, 2331, 2341, or 2351**; **HIST 2321** or **2322**; **PHIL 1301, 1304, 2303, or 2306**

UNT Core: Social and Behavioral Sciences

One course chosen from: **ANTH 2346, 2351**; **BUSI 1307**; **COMM 1307**; **CRIJ 1301**; **ECON 2301** or **2302**; **GEOG 1303**; **PSYC 2301**; **SOCI 1301**; **SOCW 2361**; **SPCH 1318**; **TECA 1354**

UNT Core: Core Option Courses

Complete two courses from Component Option A OR one course from Component Option A AND one course from Component Option B.

Option A: **ANTH 2401** or **2301/2101, 2346, or 2351**; **ARTS 1301, 1303** or **1304**; **ASTR 1403** or **1303/1103, or 1404 or 1304/1104**; **BIOL 1306** or **1406, 1307 or 1407, 1322, 1408 or 1308/1108, 2401 or 2301/2101, 2402 or 2302/2102, 2406 or 2306/2106**; **BUSI 1307** or **2305**; **CHEM 1411** or **1311/1111, 1412 or 1312/1112**; **COMM 1307** or **2300**; **CRIJ 1301**; **DRAM 1310**; **ECON 2301** or **2302**; **ENGL 1301, 1302, 2321, 2326, 2331, 2341, or 2351**; **GEOG 1303**; **GEOL 1401** or **1301/1101, or 1403 or 1303/1103**; **HECO 1322**; **HIST 1301, 1302, 2301, 2321, or 2322**; **MATH 1324, 1325, 1332, 1342, 2312 or 2412, 2313 or 2413, 2314 or 2414**; **MUSI 1306** or **1307**; **PHIL 1301, 1304, 2303, or 2306**; **PHYS 1401** or **1301/1101, 1402 or 1302/1102, 1403 or 1303/1103, 1404 or 1304/1104, 1410 or 1310/1110, 1415 or 1315/1115, 2425 or 2325/2125, or 2426 or 2326/2126**; **PSYC 2301**; **SOCI 1301**; **SOCW 2361**; **SPCH 1315, 1318 or 2341**; **TECA 1354**

Option B: **COMM 2302**; **COSC 1301**; **SPCH 1311**; **TECA 1303**

College of Liberal Arts & Social Sciences Core: Distribution Requirement

This requirement will be met by fulfilling the B.A. Content Strategy major requirements.

Content Strategy: Major Requirements

TCCNS options:

- **ENGL 2311** (also fulfills a portion of the Communication core requirement)

Courses listed above are TCCNS options and do not include all courses required for the B.A. Content Strategy major.

Content Strategy: Additional Requirements

No TCCNS options available.

A minimum grade of 'C' is required in all **TECM** courses counting toward the Bachelor of Arts degree with a major in content strategy.

A minimum cumulative GPA of 2.5 for all **TECM** courses is required for graduation.

Special Notes

Hours Required and General/College Requirements: A minimum of 120 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Arts degree as specified in the General University Requirements section of the UNT catalog and the College of Liberal Arts and Social Sciences requirements.

UNT Core Curriculum/Transfer of Core Curriculum: UNT complies with the mandate of the Texas Legislature regarding [Core requirements](#) for state-assisted institutions. Students who successfully complete the common core curriculum (in whole or in part) at a Texas state-assisted institution of higher education are eligible to transfer as "core complete" for those categories in the UNT University Core Curriculum.

Individual academic programs may require courses contained in parts of the University Core Curriculum. Students who wish to take courses that will fulfill both core and major/program requirements simultaneously should check with academic advisors for assistance in selecting core courses.

Choice of Catalog: Any student transferring directly from a Texas public community college to UNT shall have the same choice of catalog designating degree requirements as the student would have had if the dates of attendance at the university had been the same as the dates of attendance at the community college.

The College of Liberal Arts and Social Sciences required curriculum and policies are located in the [undergraduate catalog](#) under the corresponding catalog year.

For additional program and contact information, visit the College of Liberal Arts and Social Sciences Student Advising website at class.unt.edu/advising.