



COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES
DEGREE CURRICULUM SHEET | 2017-2018 CATALOG
Bachelor of Arts - Communication

FIRST YEAR SEMINAR		
Course	Credits	Frequency
UNIV 1000: First Year Seminar	3	FW
Total First Year Seminar Credits	3	

GENERAL EDUCATION REQUIREMENTS		
Area/Course	Credits	Frequency
Written Composition		
6 credits at or above COMP 1500		
Open Written Composition	3	
Open Written Composition	3	
Mathematics		
6 credits at or above MATH 1040		
Open Math	3	
Open Math	3	
Arts and Humanities		
6 credits in HIST, ARTS, PHIL, HUMN, LITR, THEA, FILM, MUSC, DANC, WRIT, foreign language		
HUMN 3010 Communication Traditions	3	FE
Open Arts and Humanities	3	
Social and Behavioral Sciences		
6 credits in PSYC, SOCL, ANTH, ECN, COMM, GEOG, GEST, INST, POLS		
COMM 2100 Mass Media	3	F
COMM 2300 Intercultural Communication	3	W
Science		
6 credits in BIOL, MBIO, CHEM, SCIE, ENVS, PHYS		
Open Science	3	
Open Science	3	
Total General Education Credits	30	

OPEN ELECTIVES		
Complete 40 elective credits	40	
Total Open Electives Credits	40	

MAJOR		
Course	Credits	Frequency
COMM 1100A Communication Practicum A	1	FW
COMM 1100B Communication Practicum B	1	FW
COMM 2100 Mass Media	3	F
COMM 2300 Intercultural Communication	3	W
COMM 2900 Research Methods in Communication	3	F
COMM 3110 Communication Theory	3	F
COMM 3500 Media Regulation	3	W
COMM 3600 Persuasion	3	W
COMM 4950 Internship in Communication	3	FW
HUMN 3010 Communication Traditions	3	WO
SPCH 1010 Public Speaking	3	FW
SPCH 2000 Fundamentals of Human Communication	3	W
Total Major Credits	32	

CONCENTRATIONS		
Complete 8 concentration courses, see concentration sheet for detail	24	
Total Concentration Credits	24	

NOTE: The Bachelor of Arts degree requires at least 24 credits of coursework from the following disciplines: ARTS, COMM, DANC, FILM, HIST, HUMN, LITR, MUSC, PHIL, POLS, and THEA, as well as an intermediate degree of competency in a foreign language (generally, a minimum of 6 credits or another demonstration of competency).

Frequency Key: F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter

TOTAL CREDITS: 120



COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES
CONCENTRATION SHEET | 2017-2018 CATALOG
Bachelor of Arts - Communication

There are 3 concentrations. Choose one of the following:

DIGITAL MEDIA

Select 24 credits from the following courses:

Course	Credits	Frequency
ARTS 2410 Graphic Design I	3	FW
ARTS 2450 Graphic Design II	3	W
COMM 2500 Introduction to Video Editing	3	F
COMM 2800 Introduction to Field Video Production	3	FW
COMM 3700 Documentary Filmmaking	3	FO
COMM 3710 Audio/Radio Production	3	FE
COMM 3720 Advanced Video Editing	3	W
COMM 3800 Advanced Field Video Production	3	W
COMM 3900 Web, Mobile, and Interactive Design for	3	WE
COMM 4900 Special Topics in Communication	3	FW
Total Digital Media Credits	24	

STRATEGIC COMMUNICATIONS

Select 24 credits from the following courses:

Course	Credits	Frequency
COMM 2040 Public Relations Writing	3	F
COMM 2400 Principles of Advertising	3	F
COMM 3200 Principles of Public Relations	3	W
COMM 3310 Organizational Communication	3	F
COMM 3400 Strategic Visual Communication	3	WE
COMM 4020 Media Planning	3	W
COMM 4200 Public Relations Campaigns	3	F
COMM 4300 Social Media Theory and Practice	3	WO
COMM 4900 Special Topics in Communication	3	FW
SPCH 3120 Speech Comm. for the Professions	3	WO
Total Strategic Communications Credits	24	

JOURNALISM

Select 24 credits from the following courses:

Course	Credits	Frequency
COMM 2010 Introduction to Print Journalism	3	F
COMM 2200 Introduction to Broadcast Journalism	3	W
COMM 2800 Introduction to Field Video Production	3	FW
COMM 3300 Multimedia Writing	3	F
COMM 3800 Advanced Field Video Production	3	W
COMM 3820 Sports Reporting and Writing	3	F
COMM 4100 Feature Writing	3	W
COMM 4400 Copy Editing	3	W
COMM 4900 Special Topics in Communication	3	FW
Total Journalism Concentration Credits	24	

Frequency Key: F-Every Fall; W-Every Winter; FO - Odd Year Fall; FE - Even Year Fall; WO - Odd Year Winter; WE - Even Year Winter



**COLLEGE OF HUMANITIES, ARTS, AND SOCIAL SCIENCES
 SAMPLE FOUR YEAR CURRICULUM | 2017-2018 CATALOG
 Bachelor of Arts - Communication | Digital Media**

Freshman Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
Open Written Composition	3	Open Written Composition	3
Open Mathematics	3	Open Mathematics	3
SPCH 1010 Public Speaking	3	SPCH 2000 Intro Human Communication	3
UNIV 1000: First Year Seminar	3	Open Elective	3
Open Elective	3	Open Elective	3
COMM 1100A Communication Practicum A	1	COMM 1100B Communication Practicum B	1
Total Credits	16	Total Credits	16
Sophomore Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
Open Science	3	Open Science	3
COMM 2100 Mass Media	3	ARTS 2450 Graphic Design II	3
COMM 2900 Research Methods in Communication	3	COMM 2300 Intercultural Communication	3
ARTS 2410 Graphic Design I	3	COMM 2800 Introduction to Field Video Production	3
Open Elective	3	HUM 3010 Communication Traditions	3
Total Credits	15	Total Credits	15
Junior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
COMM 2500 Introduction to Video Editing	3	COMM 3500 Media Regulation	3
COMM 3110 Communication Theory	3	COMM 3600 Persuasion	3
COMM 3700 Documentary Filmmaking	3	COMM 3800 Advanced Field Video Production	3
Open Elective	3	Open Elective	3
Open Elective	3	Open Elective	3
Total Credits	15	Total Credits	15
Senior Year			
Fall		Winter	
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>
COMM 3710 Audio/Radio Production	3	COMM 3720 Advanced Video Editing	3
Open Elective	3	COMM 4950 Internship in Communication	3
Open Elective	3	Open Elective	3
Open Elective	3	Open Elective	3
Open Elective	3	Open Elective	1
Total Credits	15	Total Credits	13
TOTAL CREDITS 120			

NOTES: *The Bachelor of Arts degree requires at least 24 credits of coursework from the following disciplines: ARTS, COMM, DANC, FILM, HIST, HUMN, LITR, MUSC, PHIL, POLS, and THEA, as well as an intermediate degree of competency in a foreign language (generally, a minimum of 6 credits or another demonstration of competency).*

Internship courses are typically completed in a summer semester.



COLLEGE OF HUMANITIES, ARTS, AND SOCIAL SCIENCES
SAMPLE FOUR YEAR CURRICULUM | 2017-2018 CATALOG
Bachelor of Arts - Communication | Journalism

Freshman Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
Open Written Composition	3	Open Written Composition		3
Open Mathematics	3	Open Mathematics		3
SPCH 1010 Public Speaking	3	SPCH 2000 Intro Human Communication		3
UNIV 1000: First Year Seminar	3	Open Elective		3
Open Elective	3	Open Elective		3
COMM 1100A Communication Practicum A	1	COMM 1100B Communication Practicum B		1
Total Credits	16	Total Credits		16
Sophomore Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
Open Science	3	Open Science		3
COMM 2100 Mass Media	3	COMM 2300 Intercultural Communication		3
COMM 2900 Research Methods in Communication	3	COMM 2200 Introduction to Broadcast Journalism		3
COMM 2010 Introduction to Print Journalism*	3	HUM 3010 Communication Traditions		3
Open Elective	3	Open Elective		3
Total Credits	15	Total Credits		12
Junior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
COMM 2800 Introduction to Field Video Production	3	COMM 3500 Media Regulation		3
COMM 3110 Communication Theory	3	COMM 3600 Persuasion		3
COMM 3300 Multimedia Writing	3	COMM 3800 Advanced Field Video Production		3
Open Elective	3	Open Elective		3
Open Elective	3	Open Elective		3
Total Credits	15	Total Credits		15
Senior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
COMM 3820 Sports Reporting and Writing	3	COMM 4100 Feature Writing		3
COMM 4950 Internship in Communication	3	COMM 4400 Copy Editing		3
Open Elective	3	Open Elective		3
Open Elective	3	Open Elective		3
Open Elective	3	Open Elective		1
Total Credits	15	Total Credits		13
TOTAL CREDITS 120				

NOTES: *The Bachelor of Arts degree requires at least 24 credits of coursework from the following disciplines: ARTS, COMM, DANC, FILM, HIST, HUMN, LITR, MUSC, PHIL, POLS, and THEA, as well as an intermediate degree of competency in a foreign language (generally, a minimum of 6 credits or another demonstration of competency).*

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COLLEGE OF HUMANITIES, ARTS, AND SOCIAL SCIENCES
SAMPLE FOUR YEAR CURRICULUM | 2017-2018 CATALOG
Bachelor of Arts - Communication | Strategic Communication

Freshman Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
Open Written Composition	3	Open Written Composition		3
Open Mathematics	3	Open Mathematics		3
COMM 1100A Communication Practicum A	1	SPCH 2000 Intro Human Communication		3
SPCH 1010 Public Speaking	3	Open Elective		3
UNIV 1000: First Year Seminar	3	Open Elective		3
Open Elective	3	COMM 1100B Communication Practicum B		1
Total Credits	16	Total Credits		16
Sophomore Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
Open Science	3	Open Science		3
COMM 2100 Mass Media	3	COMM 2300 Intercultural Communication		3
COMM 2900 Research Methods in Communication	3	HUM 3010 Communication Traditions		3
COMM 2040 Public Relations Writing	3	SPCH 3120 Speech Comm. for the Professions		3
Open Elective	3	Open Elective		3
Total Credits	15	Total Credits		12
Junior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
COMM 2400 Principles of Advertising	3	COMM 3400 Strategic Visual Communication		3
COMM 3110 Communication Theory	3	COMM 3500 Media Regulation		3
Open Elective	3	COMM 3600 Persuasion		3
Open Elective	3	COMM 3200 Principles of Public Relations		3
Open Elective	3	Open Elective		3
Total Credits	15	Total Credits		15
Senior Year				
Fall		Winter		
<u>Course</u>	<u>Credits</u>	<u>Course</u>	<u>Credits</u>	<u>Credits</u>
COMM 3310 Organizational Communication	3	COMM 4000 Media Planning		3
COMM 4200 Public Relations Campaigns	3	COMM 4950 Internship in Communication		3
Open Elective	3	Open Elective		3
Open Elective	3	Open Elective		3
Open Elective	3	Open Elective		1
Total Credits	15	Total Credits		13
		TOTAL CREDITS 120		

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