

# BACHELOR OF ARTS

## 114-COMMUNICATIONS (COMM)

114B-OPTION: BROADCASTING AND NEW MEDIA (CBNM)

114A-OPTION: COMMUNICATION ARTS (CCAR)

114S-OPTION: STRATEGIC COMMUNICATIONS (COSC)

The Bachelor of Arts in Communications stresses competence in oral and written communication and critical thinking skills that will serve the student for a lifetime. Students also acquire specific knowledge and skills needed to function in a variety of career opportunities at broadcast facilities, corporations, and civic enterprises. Such endeavors include but are not limited to media production/talent, corporate management, marketing, advertising and public relations, sales, promotions, law school, ministry, human relations, public speaking, and corporate and civic leadership.

**REQUIRED HOURS .....121**

UNIV 1152 University Experience .....2

**Communications..... 9**

ENGL 1113 Composition I  
 ENGL 1213 Composition II  
 SPCH 1113 Speech Communication

**Social and Behavioral Sciences ..... 9**

History ..... 3

*Select from the following:*

HIST 2483 American History to 1877  
 HIST 2493 American History since 1877

POLS 1113 American Federal Government .....3

Social Science ..... 3

*Select from the following:*

ECON 2113 Principles of Macroeconomics  
 ECON 2123 Principles of Microeconomics  
 PSY 1113 Introduction to Psychology  
 SOC 1113 Introduction to Sociology

**Science and Mathematics .....11**

Physical Science ..... 4

*Select from the following:*

CHEM 1104 Principles of Chemistry  
 CHEM 1315 General Chemistry I  
 GEOL 1014 Earth Science  
 GEOL 1114 Physical Geology  
 GEOL 1124 Physical Geography  
 GEOL 1224 Historical Geology  
 GEOL 2124 Astronomy  
 PHYS 1014 General Physical Science  
 PHYS 1114 General Physics I

Biological Science ..... 4

*Select from the following:*

BIOL 1114 General Biology  
 BIOL 1134 Introduction to Environmental Science  
 BIOL 1144 General Cellular Biology

Mathematics ..... 3

*Select from the following:*

MATH 1413 Introduction to Statistics  
 MATH 1503 Mathematics for Critical Thinking  
 MATH 1513 College Algebra  
 MATH 1613 Trigonometry  
 MATH 1715 Pre-Calculus  
 MATH 2264 Analytical Geometry & Calculus I

**Humanities..... 6**

*Select from the following:*

ART (HUM) 1113 Art Appreciation  
 COMM (HUM) 2413 Theatre Appreciation  
 ENGL 2613 Introduction to Literature  
 HUM 2113 Humanities I  
 HUM 2223 Humanities II  
 HUM 2893 Cinema  
 MUSC (HUM) 2573 Music Appreciation  
 PHIL 1113 Introduction to Philosophy

**Global Studies ..... 3**

*Select from the following:*

BIOL 3103 Plants and Civilization  
 ECON 3003 International Economic Issues and Policies  
 GEOG 2243 Human Geography  
 GERM 1113 Beginning German I  
 HIST 2013 World Civilization I  
 HIST 2023 World Civilization II  
 HUM 3633 Comparative Religion  
 LANG 1113 Foundations of World Languages  
 MGMT 3033 Conflict Resolution: I'm Always Right!  
 NAMS 1143 Native Americans of North America  
 NAMS 2503 Cherokee I  
 PHIL 1313 Values and Ethics  
 POLS 3053 International Relations  
 SOC 3213 Minority Groups  
 SPAN 1113 Beginning Spanish I

**Elective ..... 3**

*Select three additional hours from the courses listed above and not previously selected.*

**Program Requirements**

**Common Core .....30**  
COMM 1003 Introduction to Mass Communication  
COMM 3023 Writing for the Media  
COMM 3313 Digital Design  
COMM 3413 Media Law  
COMM 3713 Communication Research Methods  
COMM 3833 Media Theory  
COMM 3883 New Media and Society  
COMM 4163 Global Communication  
COMM 4283 Communication Internship  
COMM 4913 Senior Capstone

**Communication Arts Option.....15**

**Required Courses**  
COMM 1713 Voice & Articulation  
COMM 2433 Stagecraft  
COMM 2523 Acting  
COMM 4103 Directing  
COMM 4513 Script Writing

**Strategic Communications Option .....15**

**Required Courses**  
ART 1213 Digital Foundations OR  
COMM 2003 Video Production  
COMM 3033 Advanced Corporate Media  
COMM 3113 Public Relations Strategies  
COMM 3123 Public Relations Writing  
COMM 3633 Advertising Strategies

**Broadcasting and New Media Option .....15**

**Required Courses**  
COMM 2003 Video Production  
COMM 2013 Audio Production  
COMM 3033 Advanced Corporate Media  
COMM 3173 News Reporting  
COMM 3753 Advanced Video Production

**Electives .....9**

(Also eligible are any courses listed in an alternate option above.

BADM 3913 Communication Skills for Managers and Professionals  
COMM 1011 TV Studio Production  
COMM 1123 Interpersonal Communication  
COMM 2723 Small Group Discussion  
COMM 3253 Argumentation and Persuasion  
COMM 3873 Gender and Technology  
COMM 4223 Communication in Organizations  
COMM 4323 Women and Minorities in Media  
COMM 4623 Documentary Production  
ENGL 2023 Creative Writing  
MKTG 3113 Principles of Marketing  
MKTG 3313 E-Marketing  
MKTG 4153 Integrated Marketing Communication  
POLS 4043 Media and Politics  
SPMT 3013 Marketing Sports

**Selected Minor or additional approved Electives ..... 18-24**

**Free Electives ..... 0-6**

**Total Credit Hours .....121**

Note: COMM 3313-Digital Design satisfies the computer proficiency requirement for this degree.