

BACHELOR OF ARTS

114-COMMUNICATIONS

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 HOURS121

UNIV 1152 University Experience2

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 Government3

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 Mathematics11

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
- BIOL 3203 Bioethics
- 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 Core30
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 Option15

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 Option15

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

Electives9

(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 Hours121

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