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 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
        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.

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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

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.