BACHELOR OF ARTS (B.A.)

MAJOR: COMMUNICATION AND MEDIA

Excellence in communication contributes to success in all aspects of personal, professional and civic life. Citizens of the 21st century have a growing need to understand the communication opportunities, obligations and risks that emerge in an era of expanding media. Society's leaders, consultants, activists, and indeed all citizens, use communication and media to influence others on a professional level and personal level, affect public opinion, mobilize interest groups, and maintain relations with people from other cultures.

The Bachelor of Arts in Communication and Media promotes the knowledge, criticism and practical application of communication by offering students both the theoretical foundation necessary for understanding the role of communication in a diverse society and intensive practice in creating and presenting messages on various delivery platforms to a variety of audiences.

The major in Communication and Media is intended for students who are interested in communication-related services, advertising and public relations, general media production, and business communication. The program also prepares students for graduate studies in communication and media.

UNIVERSITY CORE CURRICULUM REQUIREMENTS **33 CREDITS**

Lower Division Core Courses:

ENG 101	English Composition	3
HUM XXX	Humanities Elective	3
CMS 200	Computer Applications or Equivalent	3
CRJ/PSY/SOC XXX	Behavioral or Social Science Elective	3
IRPS/HIS XXX	International Relations or History Elective	3
MAT XXX	College Level Math	3

Upper Division Core Courses:

DJC 301	Critical Thinking & Writing	3
DSS 301	Presentational Communication & Technology	3
DQR 401	Quantitative Reasoning	3
DSL 301	Scientific Literacy: Contemporary Issues in Science	3
HUM 420	Ethical Decision Making	3

MAJOR REQUIREMENTS: COMMUNICATION & MEDIA **45 CREDITS**

___COM 108	MEDIA LITERACY	3
___COM 115	INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS	3
___COM 145	TELEVISION PRODUCTION	3
___COM 202	COMMUNICATION STRATEGIES & PERFORMANCE	3
___COM 215	WRITING FOR PERFORMANCE	3
___COM 255	FILM AND VIDEO EDITING	3
___COM 341	PERSUASION AND PROPAGANDA	3
___COM 350	COMMUNICATION LAW & ETHICS	3
___COM 360	COMMUNICATION THEORIES	3
___COM 375	ADVERTISING, PUBLIC RELATIONS AND SOCIETY	3
___COM 390	PHOTOJOURNALISM	3
___COM 399	ISSUES IN COMMUNICATION	3
___COM 451	INTERCULTURAL COMMUNICATION	3
___COM 475	SENIOR COMMUNICATION CAPSTONE	3
___GVC 350	ADVERTISING, DESIGN & PRODUCTION	3

FREE ELECTIVES **42 CREDITS**

___FREE ELECTIVES	39
___FREE ELECTIVES (300+)	3

TOTAL CREDITS 120

POLICY REGARDING INTERNSHIP

Students who have successfully completed 75 credits, a minimum of two semesters after declaring a major in the College of International Communication and have a minimum GPA of 3.25 are eligible for up to six credits of internship. Students who have completed 90 credit hours and have a minimum GPA of 2.5 may enroll in up to six credits of internship.

POLICY REGARDING TRANSFER OF CREDITS

Students must earn a minimum of 21 credits in the College of International Communication.