## B.A. in Communication & Media Studies
### Concentration in Strategic Communication
#### 2022-2023

### Required Core Communication Courses (24)
- **COMM 151** – Writing for Mass Media
- **COMM 211** – Intro to Public Speaking
- **COMM 272** – Intro to Strategic Communication
- **COMM 441** – Integrated Marketing Communication
- **COMM 463** – Writing for Public Relations
- **COMM 476** – Social Media Communication
- **COMM 490** – Digital Audience Research/Behavior
- **COMM 498** – Professional Seminar in Communication

### English (12)
- **ENGL 101/101H**
- **ENGL 102/102H**
- **ENGL 230/231/232**
- **ENGL 373/374/380**

### Mathematics (6)
- **MATH 105/151/161**
- **MATH 241**

### Foreign Language (12)
- Foreign Language 101
- Foreign Language 102
- Foreign Language 201
- Foreign Language 202

### Natural Sciences (9)
- Biological Science
- Physical Science
- Biological/Physical Science

### Other (15)
- Social/Behavioral Science
- Social/Behavioral Science
- Fine Arts
- **ART 105/106, MUS 151, THEA 131, DNC 100**
- **HIST 101/101H/107/201/201H**
- **LS 102**
- **SE 101**

### Free Electives (15)

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*SE 101 is not required of transfer or readmitted students with 30+ credit hours. SE 101 will be substituted with 2 hours of free electives
**Curriculum Notes & Key**

*Major course that requires a grade of “C” or better.

1 To be selected from CHIN, FREN, GERM, ITAL, LAT, or SPAN

2 At least 6 hours of your Natural Sciences must be a two-semester sequence.
   - Biological: GBIO, MICR, ZOO
   - Physical: CHEM, ESSC, PHSC, PHYS

3 To be selected from any ANTH, CJ, ECON, GEOG, POLI, PSYC, SOC

**Communication Elective Options**
All Communication students must take a total of 27 COMM electives. You must take a minimum of 15 credit hours (5 classes) at the 300/400 level.

**Media Strategy:**
- COMM 270 - Intro to Public Relations Communication
- COMM 364 - Public Relations Case Studies
- COMM 411 - Persuasion
- COMM 427 - Field Study in Professional Communication
- COMM 451 - Media Management & Economics
- COMM 459 - Mass Communication Internship
- COMM 466 - Special Events Planning
- COMM 467 - Public Relations Crisis Communication
- COMM 477 - Social Media Data Analytics

**Content Creation/Production:**
- ART 122 - Basic Digital Photography
- ART 190 - New Media & Animation I
- ART 220 - Intermediate Photography
- COMM 121 - Photojournalism
- COMM 213 – Debate
- COMM 256 – Intro to Audio Production
- COMM 257 – Intro to Television Production
- COMM 260 – Field Video Production & Editing
- COMM 316 - Communication Approaches to Training & Development
- COMM 321 - Magazine Writing & Editing
- COMM 340 - Public Affairs & Depth News Reporting
- COMM 344 - Feature Writing
- COMM 354 - Copywriting Sales & Promotion
- COMM 357 - Television Studio Production
- COMM 359 – Podcasting & Digital Journalism
- COMM 363 - Television Reporting
- COMM 401 - Scholastic Journalism
COMM 402 - Television Sports Show Production
COMM 408 - On Camera Performance
COMM 409 - News Magazine Show Production
COMM 413 - Advanced Speaking for the Professional
COMM 417 - Web Page Communication & Design
COMM 424 - Television Advertising Design & Production Studio
COMM 425 - Variable Topics in Sports Media
COMM 430 - Convergence Media
COMM 449 - Advanced Video Production & Editing
COMM 460 - Advanced Audio Production
COMM 465 - Public Relations Campaigns
COMM 478 - Video Documentary Production
COMM 495 - Opinion Writing

Comm Theory:
COMM 155 – Applied Digital Media
COMM 159 - Intro to Communication & Media Studies
COMM 215 – Interpersonal Communication
COMM 328 – Survey of Sports Communication
COMM 369 - Film History
COMM 376 - Visual Communication
COMM 391 - Communication Theory & Research
COMM 410 - Intercultural Communication
COMM 418 - Small Group Communication
COMM 433 - Leadership & Communication
COMM 453 - Communication Law & Policy
COMM 456 - Social & Ethical Issues in Mass Communication
COMM 458 – International Communication & Media
COMM 461 - Media Criticism
COMM 471 – Organizational Communication
COMM 475 – Race & Gender Communication
COMM 485 - Health Communication
COMM 493 - History of Mass Communication