**B.A. in Communication & Media Studies**  
*Concentration in Television & Multimedia Journalism*  
*2022-2023*

### Required Core Communication Courses (24)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>*COMM 151 – Writing for Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 211 – Intro to Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 256 – Intro to Audio Production</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 257 – Intro to Television Production</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 260 – Field Video Editing &amp; Production</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 359 – Podcasting &amp; Digital Journalism</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 417 – Web Page Communication &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>*COMM 498 – Professional Seminar in Communication</td>
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</tbody>
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### English (12)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 101/101H</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 230/231/232</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 373/374/380</td>
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</tbody>
</table>

### Mathematics (6)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MATH 105/151/161</td>
<td>3</td>
</tr>
<tr>
<td>MATH 241</td>
<td>3</td>
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</table>

### Foreign Language (12)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Foreign Language 101</td>
<td>3</td>
</tr>
<tr>
<td>Foreign Language 102</td>
<td>3</td>
</tr>
<tr>
<td>Foreign Language 201</td>
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<tr>
<td>Foreign Language 202</td>
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### Natural Sciences (9)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Biological Science</td>
<td>3</td>
</tr>
<tr>
<td>Physical Science</td>
<td>3</td>
</tr>
<tr>
<td>Biological/Physical Science</td>
<td>3</td>
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</table>

### Other (15)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Social/Behavioral Science</td>
<td>3</td>
</tr>
<tr>
<td>Social/Behavioral Science</td>
<td>3</td>
</tr>
<tr>
<td>Fine Arts</td>
<td>3</td>
</tr>
<tr>
<td>ART 105/106, MUS 151, THEA 131, DNC 100</td>
<td>3</td>
</tr>
<tr>
<td>HIST 101/101H/107/201/201H</td>
<td>3</td>
</tr>
<tr>
<td>LS 102</td>
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</tr>
<tr>
<td>SE 101</td>
<td>2</td>
</tr>
</tbody>
</table>

*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.*

### Communication Elective Options (27)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Media Strategy</td>
<td>3</td>
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<tr>
<td>Media Strategy</td>
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<tr>
<td>Media Strategy</td>
<td>3</td>
</tr>
<tr>
<td>Content Creation/Production</td>
<td>3</td>
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<td>3</td>
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<tr>
<td>Content Creation/Production</td>
<td>3</td>
</tr>
<tr>
<td>Communication Theory</td>
<td>3</td>
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<td>Communication Theory</td>
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</tbody>
</table>

### Free Electives (15)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</table>

**Total Credits:** 120
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 272 – Intro to Strategic Communication
COMM 364 - Public Relations Case Studies
COMM 411 - Persuasion
COMM 427 - Field Study in Professional Communication
COMM 430 - Convergence Media
COMM 441 – Integrated Marketing Communication
COMM 451 - Media Management & Economics
COMM 459 - Mass Communication Internship
COMM 466 - Special Events Planning
COMM 467 - Public Relations Crisis Communication
COMM 476 - Social Media Communication
COMM 477 - Social Media Data Analytics
COMM 490 – Digital Audience Research & Behavior

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 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 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 424 - Television Advertising Design & Production Studio
COMM 425 - Variable Topics in Sports Media
COMM 449 - Advanced Video Production & Editing
COMM 460 - Advanced Audio Production
COMM 463 - Writing for Public Relations
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 378 - Family 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