

B.A. in Communication & Media Studies
Concentration in Television & Multimedia Journalism
2020-2021

Required Core Communication Courses (24)

*COMM 211 – Intro to Public Speaking	_____3
*COMM 151 – Writing for Mass Media	_____3
*COMM 256 – Intro to Audio Production	_____3
*COMM 257 – Intro to Television Production	_____3
*COMM 260 – Field Video Editing & Production	_____3
*COMM 359 – Podcasting & Digital Journalism	_____3
*COMM 417 – Web Page Communication & Design	_____3
*COMM 498 – Professional Seminar in Communication	_____3

English (12)

ENGL 101/101H	_____3
ENGL 102/102H	_____3
ENGL 230/231/232	_____3
ENGL 373/374/380	_____3

Mathematics (6)

MATH 105/151/161	_____3
MATH 241	_____3

⁴Communication Elective Options (27)

*Media Strategy	_____3
*Media Strategy	_____3
*Media Strategy	_____3
*Content Creation/Production	_____3
*Content Creation/Production	_____3
*Content Creation/Production	_____3
*Content Creation/Production	_____3
*Communication Theory	_____3
*Communication Theory	_____3

¹Foreign Language (12)

Foreign Language 101	_____3
Foreign Language 102	_____3
Foreign Language 201	_____3
Foreign Language 202	_____3

²Natural Sciences (9)

Biological Science	_____3
Physical Science	_____3
Biological/Physical Science	_____3

Other (15)

³ Social/Behavioral Science	_____3
³ Social/Behavioral Science	_____3
Fine Arts	_____3
ART 105/106, MUS 151, THEA 131, DNC 100	_____3
HIST 101/101H/107/201/201H	_____3
LS 102	_____1
SE 101	_____2

Free Electives (15)

_____	_____3
_____	_____3
_____	_____3
_____	_____3
_____	_____3

*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 FREN, GERM, ITAL, LAT, or SPAN....CHIN?

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 411 - Persuasion

COMM 427 - Field Study in Professional Communication

COMM 430 - Convergence Media

COMM 451 - Media Management & Economics

COMM 466 - Special Events Planning

COMM 467 - Public Relations Crisis Communication

COMM 476 - Social Media 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 155 - Applied Digital Media

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 364 - Public Relations Case Studies

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 430 - Convergence Media
COMM 449 - Advanced Video Production & Editing
COMM 459 - Mass Communication Internship
COMM 460 - Advanced Audio Production
COMM 463 - Writing for Public Relations
COMM 465 - Public Relations Campaigns
COMM 495 - Opinion Writing

Comm Theory:

COMM 159 - Intro to Communication & Media Studies
COMM 215 - Interpersonal Communication
COMM 369 - Film History
COMM 371 - Nonverbal Communication
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 461 - Media Criticism
COMM 471 - Organizational Communication
COMM 475 - Race & Gender Communication
COMM 485 - Health Communication
COMM 493 - History of Mass Communication