Degree Programs - Undergraduate

**Bachelor of Arts (B.A.)**

The B.A. is offered in the following areas:

•     Africana Studies

•     Anthropology

•     Art (Studio) *with* *concentrations in*

•     Ceramics

•     Digital Media

•     Graphic Design

•     Metalsmithing and Jewelry

•     Painting

•     Photography

•     Printmaking

•     Sculpture

•     Art History

•     Chemistry

•     Communication *with concentrations in*

•     Journalism (*Admission currently suspended*)

•     Media Communication

•     Public and Professional Communication

•     Public Relations/Advertising

•     Speech, Language, and Hearing Science

•     Computer Science

•     Dance Performance

•     Economics

•     Elementary Education *with teaching concentration in*

•     Middle Level General Science

•     Middle Level Mathematics

•     Elementary Education *with content majors in*

•     English *(Admission currently suspended)*

•     Multidisciplinary Studies *(Admission currently suspended)*

•     Social Studies *(Admission currently suspended)*

•     English

•     English *with concentration in*

•     Creative Writing

•     Professional Writing

•     Environmental Studies

•     Film Studies

•     Gender and Women’s Studies

•     Geography

•     Global Studies

•     History

•     Justice Studies

•     Liberal Studies

•     Mathematics

•     Modern Languages *with concentrations in*

•     Francophone Studies

•     French

•     Latin American Studies

•     Portuguese

•     Spanish

•     Music

•     Philosophy

• Philosophy with concentration in

• Knowledge and Reality

• Ethic and Society

• History of Philosophy

•     Political Science

•     Psychology

•     Public Administration

•     Secondary Education *with majors in*

•     Biology

•     Chemistry

•     English

•     General Science

•     History

•     Mathematics

•     Physics

•     Social Studies *with concentrations in*

•     Anthropology/Sociology

•     Geography

•     Global Studies

•     Political Science

•     Sociology

•     Theatre *with concentrations in*

•     Design/Technical

•     General Theatre

•     Musical Theatre

# Communication

**Department of Communication**

**Department Chair:** Giselle Auger

**Department Faculty: Professor** Min; **Associate Professors** Auger, Endress, Galvez, Kim, Knoth, MacDonald, Olmsted; **Assistant Professors** Jenkins, Martin

Students **must** consult with their assigned advisor before they will be able to register for courses.

Communication B.A.

Course Requirements

CHOOSE concentration A, B, C, D or E below

A. Journalism (ADMISSION CURRENTLY SUSPENDED)

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201 | Writing for News | 4 | F, Sp |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 252 | Multimedia Journalism I | 4 | F, Sp |
| COMM 253 | Multimedia Journalism II | 4 | F, Sp |
| COMM 303 | Advanced Reporting and Interview | 4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

FOUR COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 301 | Introduction to Public Relations | 4 | F, Sp |
| COMM 334 | Introduction to Advertising | 4 | F, Sp |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 357 | Public Opinion and Propaganda | 4 | F, Su |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |

Subtotal: 60

B. Media Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 243 | Preproduction for Digital Media | 4 | F, Sp |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 246 | Television Production | 4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 343 | Audio Production for Multimedia | 4 | F, Sp |
| COMM 345 | Advanced Digital Media Production | 4 | F, Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 349 | Media Theory and Research | 4 | F |
| COMM 492 | Digital Media Practicum | 4 | F, Sp |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201 | Writing for News | 4 | F, Sp |
| COMM 241 | Introduction to Cinema and Video | 4 | F, Sp, Su |
| COMM 344 | Broadcast Journalism | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Subtotal: 60

C. Public and Professional Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 461 | Public and Professional Capstone | 4 | Sp |

SEVEN COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 230 | Interpersonal Communication | 4 | F |
| COMM 256 | Human Communication and New Technology | 4 | Sp |
| COMM 332 | Gender and Communication | 4 | F |
| COMM 333 | Intercultural Communication | 4 | As needed |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 354 | Communication and Civic Engagement | 4 | Sp |
| COMM 356 | Group Decision Making | 4 | Sp |
| COMM 359 | Argumentation and Debate | 4 | F |
| COMM 412 | Strategies in Fundraising and Development | 4 | As needed |
| COMM 452 | Conflict Resolution | 4 | As needed |
| COMM 454 | Organizational Communication | 4 | Annually |
| COMM 459 | Debate Practicum | 4 | As needed |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Subtotal: 44

D. Public Relations and Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
|  |  | 4 | F, Sp |

Faculty of Arts and Sciences

Undergraduate Degree Programs

Earl Simson, Dean

Joan Dagle, Associate Dean

|  |  |  |
| --- | --- | --- |
| **Major** | **Degree** | **Concentration** |
| Communication (p. ) | B.A. | Journalism (*Admission currently suspended*) |
|   | B.A. | Media Communication  |
|   | B.A. | Public and Professional Communication |
|   | B.A. | Public Relations and Advertising |
|   | B.A. | Speech, Language, and Hearing Science |
| Computer Information Systems | B.S. |   |
| Computer Information Systems - Minor |   |   |
| Computer Science | B.A. |   |
| Computer Science | B.S. |   |
| Cyber Security - Minor |   |   |
| Dance Performance (p. ) | B.A. |   |
| Data Science | B.S. |   |
| Data Science - Minor |   |   |
| English (p. )\*\* | B.A. |   |
|   | B.A. | Creative Writing |
|   | B.A. | Professional Writing |
| Environmental Studies (p. )  | B.A.  |   |
| Film Studies (p. ) | B.A. |   |
| Gender and Women’s Studies (p. ) | B.A. |   |