

Student ID: \_\_\_\_\_  
 Student Name: \_\_\_\_\_  
 Adviser Name: \_\_\_\_\_

Catalog: 2023-2024 Undergraduate Catalog  
 Program: Communication, B.A.  
 Minimum Credits Required: \_\_\_\_\_

## Communication, B.A.

The 120 credit hour Communication degree provides a broad base of theoretical and practical coursework in the communications industry. In addition to completing the foundation courses and learning the use of technology across the field, students choose a concentration area to develop skills suited to their particular career interests. The program has audio and video production studios and a post-production suite and provides hands-on learning with real world experiences.

Communication concentrations will equip students with the tools necessary to design, produce, analyze, and evaluate media products, strategies, procedures, and content delivery for individuals, organizations, and corporations in the workforce. Whether creating communication programs for needed populations, contextualizing issues for legislators, or educating communities on their rights, industries are in need of communication professionals able to navigate media messages that will motivate and inform the general public.

### Core Curriculum: 38 - 51 credit hours

Please review the Core Curriculum page for course options.

### Required Core Courses

Students in the Communication major must take the following course as part of the liberal arts core requirements regardless of whether the core is otherwise met:

#### Liberal Arts, Arts

- AR 221 Beginning Photography (3) OR
- CO 181 Survey of Film I: Birth of Cinema (3)

#### Liberal Arts, Social Science

- CO 225 Mass Media & Society (3)

### Art & Communication Foundations (30 - 33 credit hours)

Students must have a minimum grade of "C" for all Communication courses.

All majors are required to take the following foundation courses:

Course Name	Term Taken	Grade	Gen Ed
AR 150 - Digital Citizenship (3) or CO 150 - Digital Citizenship (3)			
AR 221 - Beginning Photography (3) AR 245 - Typography I (3)			
AR 271 - Digital Media: Design Software (3) or CO 271 - Digital Media: Design Software (3)			
CO 223 - DM: Principles of Shooting & Lighting (3) CO 235 - Principles of Advertising (3) CO 327 - DM: Principles of Editing & Audio (3) CO 331 - Public Relations Concepts (3)			
EN 112 - Composition II: Rhetorical Argument (3) (unless taken for Core credit)			
<b>Capstone</b>			
AR 495 - Internship (1-6) (3 credit hours) or CO 495 - Internship (3)			

CO 499 - Senior Seminar (3)			
<b>Communications Core Requirements (6 credit hours)</b>			
<b>Course Name</b>	<b>Term Taken</b>	<b>Grade</b>	<b>Gen Ed</b>
CO 360 - Issues in Media Law (3) OR			
BL 305 - Legal Aspects of Business I (3)			
CO 391 - Communication Theory (3)			
<b>Communication Concentrations</b>			
Students in the Communication major must choose one of the following concentrations to complete their degree program.			
<b>Advertising &amp; Public Relations Concentration (27 credit hours)</b>			
Students interested in a career in public relations/advertising in a corporate, non-profit, healthcare, or entrepreneurial setting, or in a graduate program in communication studies or business, are required to complete the following courses:			
<b>Course Name</b>	<b>Term Taken</b>	<b>Grade</b>	<b>Gen Ed</b>
CO 125 - Convergence Journalism & Media (3)			
CO 213 - Strategic Presentation in the Digital Environment (3)			
CO 317 - Promotional Writing (3)			
CO 319 - Digital Advertising Campaigns (3)			
CO 485 - Talon Media Practicum (3)			
CO 415 - Integrated Brand Management & Communication (3)			
CO 435 - Advertising/Public Relations Practicum (3)			
CO 452 - Strategic Communication and Leadership (3)			
CO 436 - Sports Promotion Practicum (3)			
<b>Film &amp; Digital Media Concentration (27 credit hours)</b>			
Students interested in a career in film or video production, editing and sound design, digital storytelling, or graduate studies in mass communication or film are required to complete the following courses in addition to the above Foundation courses:			
<b>Course Name</b>	<b>Term Taken</b>	<b>Grade</b>	<b>Gen Ed</b>
AR 322 - Intermediate Photography (3)			
CO 181 - Survey of Film I: Birth of Cinema (3)			
CO 182 - Survey of Film II: World Cinema (3)			
CO 216 - Corporate Script Writing (3)			
CO 217 - Screenwriting (3)			
CO 338 - DM: Techniques in Motion Graphics & Digital Effects (3)			
CO 348 - DM: Advanced Motion Graphics (3)			
CO 425 - Intermediate Production (3)			
CO 427 - Advanced Production (3)			
<b>Sports Communication Concentration (27 credit hours)</b>			
Students interested in a career in sports marketing, promotion, advertising, event planning, or sports broadcasting are required to complete the following courses in addition to the above Foundation courses:			
<b>Course Name</b>	<b>Term Taken</b>	<b>Grade</b>	<b>Gen Ed</b>
CO 125 - Convergence Journalism & Media (3)			

CO 215 - Broadcast News & Sports Reporting & Writing (3)			
CO 216 - Corporate Script Writing (3)			
CO 436 - Sports Promotion Practicum (3)			
CO 486 - Sports Journalism Practicum (3)			
KN 393 - Sports Psychology (3) or PY 393 - Sports Psychology (3)			
9 hours from the following			
CO 317 - Promotional Writing (3)			
CO 319 - Digital Advertising Campaigns (3)			
CO 338 - DM: Techniques in Motion Graphics & Digital Effects (3)			
CO 415 - Integrated Brand Management & Communication (3)			
CO 425 - Intermediate Production (3)			
CO 427 - Advanced Production (3)			

### Electives (minimum of 10 credit hours)

Students must take elective hours in order to reach the 120 hours required for graduation.

### Technology Requirement

Computer competency will be demonstrated by successful completion of AR 271/CO 271 within the major.

### Outcomes

In addition to the general degree requirements stated earlier in this university catalog, Communication majors will be expected to meet the following outcomes:

#### Outcome 1.

Demonstrate the ability to communicate effectively from diverse perspectives using oral, written, visual, and technological skills. (CO 181, CO 182, CO 225, CO 235, CO 331)

#### Outcome 2.

Demonstrate an understanding of the theory and history of media and communication research. (CO 391, CO 427, CO 436, CO 452, CO 415)

#### Outcome 3.

Create innovative, real-world communication projects that persuade, inform, or entertain. (CO 425, CO 427, CO 415, CO 499)

#### Outcome 4.

Demonstrate an ability to examine ethical decision-making from diverse perspectives. (CO 225, CO 360)

### Assessment

The outcomes for the Communication major are assessed through a combination of written and performance examinations, written and performance assignments, and a portfolio (Advertising/Public Relations, Sports Communication, Film & Digital Media) of completed projects. The portfolio reflects assignments completed throughout the course of the program. The portfolio is constructed in CO 499 - Senior Seminar (3) and reviewed by communication faculty members and professionals in the communication community. The portfolio is formally presented at the end of the spring semester prior to graduation.

### Notes: