Communication Major (44 hours)
Core Courses (19 credits required)

- COMM 101 Computer Applications in Communications (3)
- COMM 114 Introduction to the Mass Media (3)
- COMM 141 Introduction to Strategic Communication (3)
- COMM 240 Communication Research Methods (3)
- COMM 440 Communication Law (3)
- COMM 441 Senior Project (1)
- One upper level human communication course

Applied Courses: Must pass at least four. Courses may be repeated for credit.

- COMM 110 Applied Radio (1)
- COMM 111 Applied Television (1)
- COMM 120 Applied Journalism (1)
- COMM 130 Forensics (1)
- COMM 140 Applied Public Relations (1)

Major areas: Choose one of the following:

Electronic Media Concentration

Take both:

- COMM 109 Foundations of Applied Radio and Television (3)
- COMM 311 Writing for the Electronic Media (3)

One of the following:

- COMM 118 Studio Production (3)
- COMM 119 Field Production (3)
- COMM 211 Announcing (3)
- COMM 230 Voice and Diction (3)

One of the following:

- COMM 325 Mass Media Ethics (3)
- COMM 410 Media Sales and Marketing (3)
- COMM 411 Media Genres and Criticism (3)
- COMM 412 Media and Society (3)
- COMM 420 Media Management (3)

Human Communication Concentration

Take four of the following:

- COMM 330 Group Communication (3)
- COMM 331 Interpersonal Communication (3)
- COMM 332 Argumentation and Debate (3)
- COMM 333 Intercultural Communication (3)
- COMM 340 Persuasion (3)
- COMM 432 Public Address and Criticism (3)
Journalism Concentration

One of the following:
- COMM 221 Copy Editing (3)
- COMM 222 Publication Design (3)

Take:
- COMM 320 Writing for Print and Online Media (3)

One of the following:
- COMM 323 Magazine and Webzine Writing and Editing (3)
- COMM 421 Information Gathering and Dissemination (3)

One of the following:
- COMM 325 Mass Media Ethics (3)
- COMM 413 Political Communication (3)
- COMM 420 Media Management (3)

Public Relations Concentration

All of the following:
- COMM 321 PR Principles (3)
- COMM 322 PR Methods (3)
- COMM 324 PR Analysis (3)

One of the following:
- COMM 109 Foundations of Applied Radio and Television (3)
- COMM 222 Publication Design (3)
- COMM 325 Mass Media Ethics (3)
- COMM 421 Information Gathering and Dissemination (3)

Sports Communication Concentration

One of the following:
- COMM 109 Foundations of Applied Radio and Television (3)
- COMM 321 Public Relations Principles (3)

One of the following:
- COMM 311 Writing for the Electronic Media (3)
- COMM 421 Information Gathering and Dissemination (3)

Two of the following:
- COMM 315 Sports Media Production (3)
- COMM 344 Sports Public Relations (3)
- COMM 415 Gender and Identity in Sports Media (3)

Electives (9 hours)
Two of the three must be at a 300 or 400 level. Courses listed in other concentrations may be taken as electives.
Once a specific concentration requirement is fulfilled, other courses that fulfill the same requirement may be taken as electives.

- COMM 150 Digital Multimedia Production (3)
- COMM 200 Business and Professional Communication (3)
- COMM 211 Announcing (3)
- COMM 223 Photojournalism (3)
- COMM 310 Programming (3)
- COMM 312 Sports Media (3)
- COMM 313 Television Directing (3)
- COMM 314 Communication Technology (3)
- COMM 341 Topics in Communication

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- COMM 343 Communication Research Practicum (3)
- COMM 351 Digital Project Management (3)
- COMM 352 Digital Storytelling (3)
- COMM 413 Political Communication (3)
- COMM 431 Gender and Communication (3)
- COMM 442 Internship (2-8) [Internship hours count toward graduation, but not toward the major]

A grade of C- (1.7 on a 4.0 scale) or higher is required in all courses applying toward the Communication Major.

The Bachelor of Arts and Bachelor of Science degree requires a minimum of 120 hours.

This program may require attendance in both day and extended program classes.

See the General Education Core Guide for additional course requirements.

A student may complete more than one major as long as each major has at least 24 discrete hours. Please see the Academic Catalog for additional details.

REMEMBER: If you have any questions about the Communication Major and its requirements, contact a faculty advisor from the Communication Department (Dr. Darryl Clark 788-3208, Esch Hall Rm. 311G) or The Center for Advising and Student Achievement (788-2057, Schwitzer Student Center, Room 206). Courses and requirements sometimes change so keep in contact with your advisor.