

Programs

Communications, B.A.

(45 credits)

The Bachelor of Arts in Communications, under the Department of English and Communications, is designed to prepare students for their individual career goals. Students who complete any of our majors will be ready to continue to graduate school options or professional careers in fields that include studio arts, digital arts, broadcasting, media, journalism, digital and social media, business, and law, or carve out their own entrepreneurial space. Our students will develop both technical and broad integrative skills within their chosen field, and will be able to work with and manage many different types of people.

Upon completing the program of study in Communications, students will:

- Demonstrate basic oral and written communications skills.
- Demonstrate knowledge of mass media structures and a facility with respect to media literacy.
- Demonstrate critical thinking capabilities through interpretation, analysis, evaluation and reaction.
- Demonstrate specific media creative skills in one or more of the following areas: advertising, public relations, media writing, film and television production, sports promotion and performance.
- Demonstrate an ability to apply skills and knowledge gained through coursework in a real media context.
- Demonstrate a clear understanding of the significant roles within and impact upon society and culture.
- Demonstrate recognition of and the formation of personal positions on the significant ethical issues associated with mass media in modern society.

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MAJOR REQUIREMENTS

REQUIRED CORE (27 credits)

CO 121	Introduction to Mass Communication
CO 139	Introduction to Digital Video & Audio
CO 141	Public Speaking
CO 161	Human Communication

CO 229	Introduction to Digital Communications
CO 362	Persuasion
CO 365	Writing for Interactive Media
CO 380	Internship
CO 391	Communications Capstone

FLEXIBLE CORE (18 credits)

Select SIX (18 credits):

CO 125	Podcast Writing & Development
CO 210	Creative Copywriting
CO 220	Sociology of Communications
CO 230	Interactive Marketing on Social Media
CO 239	Digital Video & Audio I
CO 261	Public Relations
CO 263	Social Media Storytelling
CO 267	Social Media Journalism
CO 301	Organizational Communications
CO 326	The Creative Mind
CO 341	Film Appreciation
CO 372	Political Activism on Social Media
CIS 286	Internet and Web Publishing
MG 231	Principles of Marketing
MG 241	Marketing Research and Strategy