

**A minimum of 125 credits is needed for graduation (or 127 if MA 011 is taken).
 This major requires a minimum of 20 credits. Some major courses may also fulfill Core Requirements.**

Requirements for B. A. Degree
CONCENTRATIONS in COMMUNICATIONS
 Academic Year 2009 – 2010

Name: _____

Advisor: _____

Corporate Communications Concentration

COM 333	Organizational Communications	4.00	_____	_____
COM 351	Public Relations	4.00	_____	_____
COM 358 or COM 412		4.00	_____	_____

Two Approved Communication/Business Administration Elective:

_____		4.00	_____	_____
_____		4.00	_____	_____

Mass Communications Concentration

COM 316	Broadcast News and Copy Writing	4.00	_____	_____
COM 336	Advanced Video Production	4.00	_____	_____
COM 348	Advanced Media Production	4.00	_____	_____

Two Approved Communication Electives:

COM _____		4.00	_____	_____
COM _____		4.00	_____	_____

New Media Communications Concentration

COM 310	Digital Media Convergence & Design	4.00	_____	_____
COM 315	Writing for the New Media	4.00	_____	_____
COM 426	Media Programming and Promotions	4.00	_____	_____

Two Approved Communication Electives:

COM _____		4.00	_____	_____
COM _____		4.00	_____	_____

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Corporate Communications Concentration – Approved electives

COM	251	International Communications
COM	252	Multi-Cultural Communications
COM	301	Interpersonal/Group Communications
COM	304	Persuasion
COM	314	Magazine Management and Feature Writing
COM	316	Broadcast News and Copy Writing
COM	348	Advanced Media Production
COM	408	Organizational Training
BA	215	Principles of Marketing
BA	265	Management and Organizational Behavior
BA	311	Marketing Research
BA	312	Advertising Management
BA	319	Consumer Behavior

Mass Communications Concentration – Approved electives

COM	304	Persuasion
COM	310	Digital Media Convergence & Design
COM	314	Magazine Management and Feature Writing
COM	315	Writing for the New Media
COM	333	Organizational Communications
COM	422	Media Management
COM	424	Script and Screen Writing
COM	426	Media Programming

New Media Communications Concentration – Approved electives

COM	316	Broadcast News and Copy Writing
COM	333	Organizational Communications
COM	336	Advanced Video Production
COM	348	Advanced Media Production
COM	358	Introduction to Marketing Communications
COM	408	A Systems Approach to Organizational Training
COM	422	Media Management