

## Bachelor of Arts - Mass Communications Major

Students with a bachelor's degree in Mass Communications will be able to:

1. Demonstrate competencies in written communication.
2. Demonstrate competencies in oral communication.
3. Demonstrate competencies in media production
4. Apply theories of communication.
5. Plan and implement communication productions that address organizational challenges.
6. Develop leadership abilities through effective program and production management including independent, experiential learning, and collaborative endeavors.
7. Conduct all work in an ethical manner.

<u>Course Code</u>	<u>Required Course Title</u>	<u>Credits</u>
COM 120	Intro to Communications	4
COM 130	Visual Communication	4
COM 210	Presentation Skills	4
COM211	Intro to Journalism	4
COM248	Communication Law and Ethics	4
COM220	Video Production	4
COM230	Audio Production	4
COM310	New Media Production	4
COM316	Broadcast News	4
COM 333	Organizational Communications	4
COM410	Advanced Production	4
COM485	Communications Capstone	4
<b><u>Elective Courses (take 8 credits from the following courses)</u></b>		
COM145	Digital Photography	4
COM180	Media, Sports, and Society	4
COM252	Multicultural Communications	4
COM261	Film Studies	4
COM314	Feature Writing	4
COM 320	Advanced Multimedia Journalism	4
COM351	Intro to Public Relations	4
COM 355	PR Writing	4
COM358	Marketing Communications	4
COM 3XX	Photojournalism <i>*Currently offered as Special Topics</i>	4
COM370	Special Topics in Communications	4
COM412	Advanced Public Relations	4
COM424	Script and Screenwriting	4
COM471, 472	Practicum	1-3
COM474	Internship	4
COM480-489	Independent Study	1-4
<b>Total credits= 56</b>		