

Name _____

Student I # _____

Date _____

CATALOG 2008-2009

Communication Major

BA degrees Deleted via University decision Fall 2008 ~~BA-670~~

BS 675 Only degree offered

| COMMUNICATION CORE (21-23 Credits) | | |
|---|------------|-------------------|
| Course | Term Taken | Credits |
| Comm 100 Intro to Comm Major and Professions | | 1 |
| Comm 102 Public Speaking | | 3 |
| Comm 104 Language Review | | 1 |
| Comm 111 Writing Comm | | 3 |
| Comm 130 Visual Media | | 3 |
| Comm 140 Mass Media and Society | | 3 |
| Comm 150 Interpersonal Theory and Practice | | 3 |
| Comm 307 Media Law and Ethics | | 3 |
| Comm 399 Career Preparation | | 1 |
| Comm 498R Communication Internship * | | 1-3 |
| Comm 499 Case Studies | | 2 |
| Any combination of the following: All may be repeated | | 3 Credits Minimum |
| Comm 297R Comm Practicum I | | |
| Comm 397R Comm Practicum II | | |
| Comm 497R Special Topics Practicum | | |

* In some instances, Comm 499 may be substituted for Comm 498R

| Introduction to Emphasis Requirement (3 credits) | | |
|---|------------|---------|
| Course | Term Taken | Credits |
| Comm 230 Introduction to Advertising | | 3 |
| Comm 235 Introduction to Public Relations | | 3 |
| Comm 240 Introduction to Journalism | | 3 |
| Comm 250 Introduction to Organizational Communication | | 3 |
| Comm 260 Introduction to Broadcasting | | 3 |

| Culminating Class (3 credits) | | |
|---|------------|---------|
| Course | Term Taken | Credits |
| Comm 430 Advertising Campaigns | | 3 |
| Comm 435 Public Relations Campaigns | | 3 |
| Comm 440 Specialized Report & Research | | 3 |
| Comm 450 Conflict Management | | 3 |
| Comm 460 Documen. & Corp Video Product. | | 3 |

Substitution to the course listed above must be approved by your advisor.

| Pool Credits - Take 15 credits | | | ADV | BRD | JRN | ORG | PR |
|---|--|-----|------------|------------|------------|------------|-----------|
| Q=Required R=Recommended S=Suggested (Courses cannot be double-counted from above) | | | | | | | |
| B 247 | Principles of Marketing | 3 | R | | | | S |
| B 279R | Business Discovery Series | 1 | | | | R | |
| B 321 | Organizational Effectiveness | 3 | S | | | R | |
| B 370 | Business Resource Management | 3 | S | | | R | |
| Comm 230 | Introduction to Advertising | 3 | Q | S | S | | R |
| Comm 235 | Introduction to Public Relations | 3 | R | S | S | | Q |
| Comm 240 | Introduction to Journalism | 3 | | S | Q | | S |
| Comm 250 | Introduction to Organizational Communication | 3 | | | | Q | S |
| Comm 260 | Introduction to Broadcasting | 3 | | Q | | | |
| Comm 265 | Beginning Television Production | 3 | S | R | | | |
| Comm 297R | Communication Practicum I | 1 | S | S | S | | S |
| Comm 310 | Creating Online Media | 3 | S | S | S | | S |
| Comm 313 | Multimedia Production | 3 | S | S | S | | S |
| Comm 316 | Photojournalism | 3 | | S | S | | S |
| Comm 320 | Media Management | 3 | | | | | |
| Comm 330 | Advertising Concepting and Copywriting | 3 | R | | | | S |
| Comm 335 | Public Relations Writing and Production | 3 | | | | | R |
| Comm 337 | Media Research Methods | 3 | R | | S | | R |
| Comm 338 | Media Strategy and Planning | 3 | R | | | | R |
| Comm 340 | Advanced Media Writing | 3 | S | S | R | | S |
| Comm 342 | Editing for Print Media | 3 | | | R | | S |
| Comm 347 | Publication Design | 3 | S | | R | | S |
| Comm 350 | Group Dynamics | 3 | S | | | R | |
| Comm 352 | Persuasion | 3 | S | | | R | S |
| Comm 360 | Broadcast Reporting and Program Announcing | 3 | | R | | | S |
| Comm 365 | Television News and Program Producing | 3 | | R | | | |
| Comm 397R | Communication Practicum II | 1 | S | R | S | | S |
| Comm 455 | Organizational Consulting | 3 | | | | R | |
| Comm 490 | Directed Studies | 1-2 | | | | | |
| Comm 497R | Special Topics Practicum | 1 | S | S | S | | S |
| Comm 498R | Communication Internship | 1-3 | S | S | S | | S |
| Soc 323 | Race and Ethnic Relations | 3 | | | | R | |
| Soc 340 | Research Methods | 3 | | | | R | |
| Math 221 | Statistics | 3 | | | | | |

Student has chosen to complete: minor OR two cluster areas.