

# COMMUNICATIONS MAJOR

## Communications, B.A.

**Please note: This program will no longer accept new enrollments after the Fall 2024 semester.**

Students who pursue the major in Communications (merging elements from all Communications majors) will research and analyze mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Students will be immersed in real-world, deadline-driven experiences that highlight innovative practices in mass communications. They will prepare for professional careers by developing skills in visual storytelling, writing, audience engagement, research, public relations concepts, collaborative thinking and oral presentations. To do this, students will participate in a student-run PR agency and digital newsroom.

Degree requirements for the Communications major are as follows:

Code	Title	Hours
<i>University Core</i>		
Behavioral/Social Science Electives		9
BUS 204	Financial Wellness	1
ENG 114	Critical Reading and Response	3
ENG 134	Literary Genres	3
Humanities Electives		9
Mathematics Elective		3
Science Electives (lab required)		7
WEL 100	Empowered as Learners and Leaders	3
or WEL 220	Empowered as Learners and Leaders	
WEL 350	Strategies for Career and Personal Growth	2
<i>Major Requirements</i>		
BUS 226	Principles of Marketing	3
BUS 245	Social Media Marketing for Business with Professional Certification	3
or CMS 302	Broadcast Journalism	
Career Elective <sup>3</sup>		6
CIT 210	Intercultural Communication	3
CMS 100	Introduction to Mass Communication and Pop Culture	3
CMS 110	Human Communication in a Digital World	3
CMS 130	Media Lab: Communication Technology	3
CMS 200	Principles of Public Relations and Advertising	3
CMS 213	Writing for the Media	3
CMS 303	Gender and Communication	3
ENG 124	Research and Writing in the Disciplines	3
Major Elective 1 <sup>1</sup>		3
Major Elective 2 <sup>2</sup>		3
<i>General Electives</i>		
General Electives		38
<i>Total Credits Required</i>		120

<sup>2</sup> Select one course: CIT 300 Communicating for Leadership, CMS 305 Communicating in Liberal Studies, BUS 308 Communicating in Business

<sup>3</sup> Select 6 credits from the following course(s): CMS 450 Capstone: Corporate and Organizational Communications, CMS 498 Communications Internship, HUM 490 Digital Information Design and Society Capstone, LAR 400 Liberal Studies Capstone, LAR 498 Liberal Studies Internship, WEL 400 Women as Empowered Learners and Leaders: In Practice, WEL 440 Leadership in Practice

<sup>1</sup> Select one course: CMS 220 New Media Technologies, CMS 320 Multimedia Journalism & Professional Writing, LOS 315 Organizational Behavior and Leadership