BACHELOR OF ARTS IN COMMUNICATIONS AND MEDIA

The Bachelor of Arts in Communications and Media program prepares students with the essential communication and media skills needed to thrive in dynamic professional environments. Emphasizing media ethics, technology, and data-driven storytelling, the curriculum explores how communication strategies engage diverse audiences across evolving media platforms. Students gain experience in content creation, audience engagement, and media production. By blending theory with practice, the program cultivates critical thinking, creativity, and adaptability—preparing graduates for careers in digital communication, journalism, public relations, social media, and content strategy, as well as further studies in related fields and a variety of professional disciplines.

All courses taken in the major program must be passed with a letter grade of "C" or higher.

Courses may be used to fulfill both major and general education requirements.

Program Mission Statement

The mission of the Communications and Media Program is to empower students to communicate effectively, craft ethical, data-informed, and compelling stories, adapt to real-world challenges, and create strategic solutions that engage diverse audiences while preparing graduates to lead and innovate across evolving media, technology, and cultural landscapes.

Program Learning Outcomes (PLOs)

- **Communication:** Demonstrate effective communication strategies tailored to inform, engage, and persuade diverse audiences.
- **Digital Culture:** Evaluate the dynamic interactions between culture, media and technology in shaping societal narratives and behavior.
- **Ethics:** Critically assess ethical implications and reasoning to develop decision-making in media and communication contexts.
- **Storytelling:** Design engaging narratives that effectively connect with stakeholders across multiple media platforms.
- **Strategic Analysis:** Interpret data to draw insights, predict trends, and support evidence-based decisions.
- **Real World Implementation:** Develop innovative solutions for real-world challenges by integrating communication strategies and media technologies.

Major Requirements

COMU 300	Communications and Media: Challenges and Opportunities	3
COMU 301	Advanced Public Speaking	3
COMU 315	Intercultural Communication	3
COMU 330	History of Communication and Technological Revolutions	3
COMU 360	Methods and Techniques of Persuasion	3
COMU 365	Multimedia Journalism	3
COMU 370	Principles of Public Relations	3
COMU 375	Media Ethics	3
COMU 380	Interpreting Data: Predictions, Patterns, and Communication	3
COMU 420	Communication Through Social Media	3
COMU 451	Communication Theory and Digital Media	3
COMU 485	Communications and Media Capstone	3
ENGU 348	Producing and Writing for Digital Media	3
PSYU 355	Media Psychology	3
Major Requirements Total Credits		
Total Credits		**42**