

BACHELOR OF ARTS IN COMMUNICATIONS AND MEDIA

The Bachelor of Arts (B.A.) in Communications and Media is designed to provide undergraduates with the knowledge, skills, and adaptability necessary to succeed in professional environments which require application of communication skills and media. The curriculum emphasizes the intersections between communication, media and technology, ethical considerations in media and communication, and interpretation of data as a strategy to gather information and engage diverse audiences across separate and converging media platforms. Students will develop an understanding of storytelling skills that connect mass media production to stakeholder communities in the context of journalism, public relations and social media. This degree provides a strong foundation for students seeking careers related to social media, public relations, journalism, digital marketing, product and project management, media relations, and communication strategy, as well as for further studies in 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 inspire students to develop solutions and adapt to real world challenges by communicating effectively, gathering and interpreting data, examining ethical considerations, and creating compelling stories to engage diverse audiences across media platforms in the ever changing cultural and technological landscape.

Program Learning Outcomes (PLOs)

- **Communication:** Apply effective communication skills to meet the needs of diverse audiences.
- **Technoculture:** Analyze the relationship between culture, media and technology.
- **Ethics:** Examine ethical considerations in media and communication environments.
- **Storytelling:** Create compelling stories to engage stakeholders across a variety of media platforms.
- **Data Interpretation:** Interpret data to make predictions and decisions.
- **Real World Implementation:** Create a solution to a real world challenge by integrating communication skills and media tools.

Major Core Requirements

COMU 300	Communications and Media: Challenges and Opportunities	3
COMU 301	Advanced Public Speaking	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 420	Strategic Social Media	3
ENGU 348	Writing and Producing for New Media in the 21st Century	3
MKTU 301	Principles of Marketing	3
PSYU 355	Media Psychology	3
SSCU 303	Social Scientific Perspectives on Media and Culture	3
SSCU 380	Interpreting Data: Predictions, Patterns, and Communication	3
COMU 485	Communications and Media Capstone	3
Major Core Requirements Subtotal		42
Communications and Media Electives		
Select six credits from the following: ¹		6
COMU 315	Intercultural Communication	
COMU 410	Organizational Communication	
COMU 499	Independent Study	
	or LBSU 492 Experiential Learning	
HUMU 250	Humanities in a Digital Culture	
HUMU 345	Art, Media Technology, and Culture	
MGTU 310	Legal Environment of Business	
OLCU 414	Team Building	
OLCU 425	Leadership in Diverse and Multicultural Organizations	
PSYU 306	Critical Thinking	
PSYU 336	Social Psychology	
SOCU 415	Sociology of Organizations and Institutions	
Communications and Media Electives Subtotal		6
Total Credits		48

¹ At least three credits must be upper division.