

# MASS COMMUNICATION, BACHELOR OF ARTS

Code	Title	Semester Hours
Core Curriculum for Non-STEM Majors (Areas A-E) ( <a href="http://catalog.asurams.edu/undergraduate/core-curriculum/">http://catalog.asurams.edu/undergraduate/core-curriculum/</a> )		42
<b>Area F: Courses Related to Major</b>		
COMM 2000	News Writing and Reporting	3
COMM 2010	Survey of Mass Communication	3
COMM 2025	Writing for the Media	3
COMM 2035	Fundamental Web and Graphics Design	3
<b>Modern Languages</b>		
Select 6 semester hours from the following:		6
FREN 1001	Elementary French I	
FREN 1002	Elementary French II	
GRMN 1001	Elementary German I	
GRMN 1002	Elementary German II	
SPAN 1001	Elementary Spanish I	
SPAN 1002	Elementary Spanish II	
<b>Requirements for the Major</b>		
<i>Area G - Major Requirements</i>		
COMM 3110	Communication Research <sup>2</sup>	3
COMM 3120	Media Aesthetics and Criticism	3
COMM 3310	Fundamentals of Visual Communication	3
COMM 3320	Fundamentals of Audio Production	3
COMM 3445	Fundamentals of Video Production	3
COMM 4160	Media Programming & Management	3
COMM 4510	Media Seminar	3
COMM 4570	Internship	3
<i>Area H: Mass Communication Electives <sup>2,3</sup></i>		
Select 9 semester hours from 3000 Level Courses		9
COMM 3105	History of the Media	
COMM 3160	Foundations of Strategic Communication	
COMM 3155	African American Images in the Media	
COMM 3270	Broadcast Journalism	
COMM 3360	Media Advertising and Sales	
COMM 3380	Sports Communication	
Select 9 semester hours from 4000 Level Courses		9
COMM 4225	Communication Law	
COMM 4340	Advanced Video Production	
COMM 4140	Philosophy and Ethics of Communication	
COMM 4205	Theories and Strategies in Emerging Media <sup>3</sup>	
COMM 4320	Radio Programming and Production	
COMM 4350	Narrative Film Making	
By permission of the Department Chair only. May substitute for courses in 4000 section only		
COMM 4530	Directed Study	
COMM 4550	Special Topics	
<b>Directed Minor <sup>1</sup></b>		<b>18</b>
<b>First-Year and Wellness Course Requirements Outside the Core</b>		

ASU 1101	First Year Experience: Pathways to Success	1
HEDP, WELL	Health & Wellness Requirement <sup>4</sup>	2
<b>Total Semester Hours</b>		<b>123</b>

- <sup>1</sup> The Mass Communication Program recommends that students enroll in a minor of 15-18 credit hours from another discipline (Marketing, Business, Theater, Art, etc.). Students may also forgo a minor in another discipline and take COMM electives equaling 15-18 credit hours if they wish. All students MUST declare their intentions to enroll in a minor or choose the COMM electives option by receiving prior approval from the Department Coordinator.
- <sup>2</sup> The Study Abroad courses – These alternative courses may substitute for predetermined courses in the standard COMM Curriculum if students participate in the Study Abroad program. COMM 3280 International Media Research (SA) may substitute for COMM 3110 or a course in Area H.
- <sup>3</sup> The Study Abroad courses – These alternative courses may substitute for predetermined courses in the standard COMM Curriculum if students participate in the Study Abroad program. COMM 4280 Cases on Emerging Media (SA) may substitute for COMM 4205 or a course in Area H.
- <sup>4</sup> The health & wellness requirement may be fulfilled by taking one - two (2) credit hour health or wellness course OR two one (1) credit hour health or wellness activity courses.

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COMM 2000	News Writing and Reporting	3
COMM 2010	Survey of Mass Communication	3
COMM 2025	Writing for the Media	3
COMM 2035	Fundamental Web and Graphics Design	3
<b>Modern Languages</b>		
Select 6 semester hours from the following:		6
FREN 1001	Elementary French I	
FREN 1002	Elementary French II	
GRMN 1001	Elementary German I	
GRMN 1002	Elementary German II	
SPAN 1001	Elementary Spanish I	
SPAN 1002	Elementary Spanish II	
<b>Requirements for the Major</b>		
<b>Area G - Major Requirements</b>		
COMM 3110	Communication Research <sup>2</sup>	3
COMM 3160	Foundations of Strategic Communication	3
COMM 3205	Introduction to Public Relations	3
COMM 3210	Writing for Public Relations	3
COMM 4140	Philosophy and Ethics of Communication	3
COMM 4205	Theories and Strategies in Emerging Media <sup>3</sup>	3
COMM 4510	Media Seminar	3
COMM 4570	Internship	3
<b>Area H: Mass Communication Electives <sup>2,3</sup></b>		
Select 3 courses from the following		9
COMM 3155	African American Images in the Media	
COMM 3250	Intercultural Communication	

COMM 3270	Broadcast Journalism	
COMM 3310	Fundamentals of Visual Communication	
COMM 3360	Media Advertising and Sales	
COMM 3380	Sports Communication	
Select 9 semester hours from the following		9
COMM 4210	PR Cases & Campaigns	
COMM 4215	PR Management & Administration	
COMM 3240	Audience Analysis	
COMM 4240	Crisis Communication	
COMM 4250	Brand Journalism	
COMM 4260	International Strategic Communication	
By permission of the Department Chair only. May substitute for courses in 4000 section only.		
COMM 4530	Directed Study	
COMM 4550	Special Topics	
Directed Minor <sup>1</sup>		18
<b>First-Year and Wellness Course Requirements Outside the Core</b>		
ASU 1101	First Year Experience: Pathways to Success	1
HEDP, WELL	Health & Wellness Requirement <sup>4</sup>	2
<b>Total Semester Hours</b>		<b>123</b>

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