

MASS COMMUNICATION, BACHELOR OF ARTS

The Bachelor of Arts degree in Mass Communication prepares students for productive careers and advanced study in Mass Communication and related fields. The degree offers two concentrations – Public Relations and Media Arts (Radio TV, Film, Internet) - which are also designed to acquaint students with state-of-the-art technologies in Mass Communication and expand their career opportunities in a variety of traditional and emerging professions. Additionally, students matriculating in the program will complete required internships through university collaborations and partnerships with media agencies, business and industry.

Code	Title	Semester Hours
Core IMPACTS (https://catalog.asurams.edu/undergraduate/core-curriculum/#coreimpactstext)		42
Field of Study ⁵		
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
Modern Language		
SPAN 1001	Elementary Spanish I	3
SPAN 1002	Elementary Spanish II	3
Requirements for the Major		
COMM 3110	Communication Theory and Research ²	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
Mass Communication Electives ^{2,3}		
<i>Select 9 semester hours from 3000 Level Courses</i>		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	
<i>Select 9 semester hours from 4000 Level Courses</i>		9
COMM 4225	Communication Law	
COMM 4240	Crisis Communication	
COMM 4140	Philosophy and Ethics of Communication	
COMM 4205	Theories and Strategies in Emerging Media ³	
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 4350	Narrative Film Making	

COMM 4550	Special Topics	
Directed Minor or Expanded Electives ¹		18
First-Year and Wellness Course Requirements Outside the Core		
ASU 1101	First Year Experience: Pathways to Success	1
HEDP, WELL	Health & Wellness Requirement ⁴	2
Total Semester Hours		123

¹ Options:

- Enroll in a minor of 15-18 credit hours from another discipline. If the minor is less than 18 hours, the remaining hours must be completed with electives (see next bullet for details).
- COMM courses that are not part of this major/concentration or courses from another academic program. Courses meeting this requirement must be 2000-level or higher.

² 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. International Media Research (COMM 3280) may substitute for Communication Theory and Research (COMM 3110) or a course in the Requirements for the Major section.

³ 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. Cases on Emerging Media (COMM 4280) may substitute for Theories and Strategies in Emerging Media (COMM 4205) or a course in Requirements for the Major section.

⁴ 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.

⁵ A grade of C or better is required for the field of study.

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COMM 2010	Survey of Mass Communication	3
COMM 2025	Writing for the Media	3
COMM 2035	Fundamental Web and Graphics Design	3
Modern Language		
SPAN 1001	Elementary Spanish I	3
SPAN 1002	Elementary Spanish II	3
Requirements for the Major		
COMM 3110	Communication Theory and Research ²	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 ³	3
COMM 4510	Media Seminar	3
COMM 4570	Internship	3
Mass Communication Electives ^{2,3}		
<i>Select 3 courses from the following</i>		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	
<i>Select 9 semester hours from the following</i>		9
COMM 4210	PR Cases & Campaigns	
COMM 4215	PR Management & Administration	
COMM 4230	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 or Expanded Electives ¹		18
First-Year and Wellness Course Requirements Outside the Core		
ASU 1101	First Year Experience: Pathways to Success	1
HEDP, WELL	Health & Wellness Requirement ⁴	2
Total Semester Hours		123

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