

**A minimum of 125 credits is needed for graduation (or 127 if MA 011 is taken).  
 This major requires a minimum of 20 credits. Some major courses may also fulfill Core Requirements.**

Requirements for B. A. Degree  
**CONCENTRATIONS in COMMUNICATIONS**  
 Academic Year 2008 – 2009

Name: \_\_\_\_\_

Advisor: \_\_\_\_\_

**Corporate Communications Concentration**

COM 333	Organizational Communications	4.00	_____	_____
COM 351	Public Relations	4.00	_____	_____
COM 358 or COM 412				
_____	_____	4.00	_____	_____

Two Approved Communication/Business Administration Elective:

_____	_____	4.00	_____	_____
_____	_____	4.00	_____	_____

**Mass Communications Concentration**

COM 316	Broadcast News and Copy Writing	4.00	_____	_____
COM 336	Advanced Video Production	4.00	_____	_____
COM 348	Advanced Media Production	4.00	_____	_____

Two Approved Communication Electives:

COM _____	_____	4.00	_____	_____
COM _____	_____	4.00	_____	_____

**New Media Communications Concentration**

COM 310	Digital Media Convergence & Design	4.00	_____	_____
COM 315	Writing for the New Media	4.00	_____	_____
COM 426	Media Programming and Promotions	4.00	_____	_____

Two Approved Communication Electives:

COM _____	_____	4.00	_____	_____
COM _____	_____	4.00	_____	_____

**Cultural Studies Communications Concentration**

COM 251	International Communications	4.00	_____	_____
COM 252	Multicultural Communications	4.00	_____	_____
COM 301	Interpersonal/Group Communications	4.00	_____	_____

Two Approved Communications Courses or One Approved Communications and One Approved Business Administration Elective Course:

COM _____	_____	4.00	_____	_____
C/BA _____	_____	4.00	_____	_____

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***Corporate Communications Concentration – Approved electives***

COM	304	Persuasion
COM	314	Magazine Management and Feature Writing
COM	316	Broadcast News and Copy Writing
COM	348	Advanced Media Production
COM	408	Organizational Training
BA	215	Principles of Marketing
BA	265	Management and Organizational Behavior
BA	311	Marketing Research
BA	312	Advertising Management
BA	319	Consumer Behavior

***Mass Communications Concentration – Approved electives***

COM	304	Persuasion
COM	310	Digital Media Convergence & Design
COM	314	Magazine Management and Feature Writing
COM	315	Writing for the New Media
COM	333	Organizational Communications
COM	336	Advanced Video Production
COM	348	Advanced Media Production
COM	422	Media Management
COM	424	Script and Screen Writing
COM	426	Media Programming

***New Media Communications Concentration – Approved electives***

COM	316	Broadcast News and Copy Writing
COM	333	Organizational Communications
COM	336	Advanced Video Production
COM	348	Advanced Media Production
COM	358	Introduction to Marketing Communications
COM	408	A Systems Approach to Organizational Training
COM	422	Media Management

***Cultural Communications Concentration – Approved electives***

COM	304	Persuasion
COM	316	Broadcast News and Copy Writing
COM	333	Organizational Communications
COM	336	Advanced Video Production
COM	348	Advanced Media Production
COM	408	A Systems Approach to Organizational Communications
COM	422	Media Management
COM	424	Script and Screen Writing