

30-credit Core - required:

- 1 Comm 100 Intro to Communication
- 3 Comm 102 Public Speaking
- 3 Comm 111 Writing for Communication Careers
- 3 Comm 130 Visual Media
- Above courses are prerequisites/co-requisites for other Comm courses*
- 3 Comm 140 Mass Media and Society
- 3 Comm 150 Interpersonal Theory and Practice

- 3 Comm 273 Professional Presentations
- 3 Comm 280 Communication Research Fundamentals
- 3 Comm 289 Communication Career Workshop
- 3 Comm 307 Ethics and Legal Issues
- 2 Choose two one-credit practicum courses (297, 397, 497)
- 1-2 Comm 498R Internship
- 1 Comm 499 Communication Senior Project

16-credit Emphasis - choose one:**1) Digital and Social Media**

- 3 Comm 320 Digital Media Content Creation
- 3 Comm 322 Digital Media Analytics and Strategy
- 3 Comm 420 Digital and Social Media Campaigns
- 1 Comm 397D Social Media Practicum
- 3 Choose six credits:
 - 3 Comm 305 Vector Graphics
 - 3 Comm 310 Creating Online Media
 - 3 Comm 315 Design for Social Media

2) News/Journalism

- 3 Comm 240 Newsgathering Principles and Practices
- 3 Comm 340 Advanced Media Writing
- 3 Comm 342 Editing Essentials
- 3 Comm 360 Video Journalism
- 3 Comm 440 News in the 21st Century
- 1 Comm 397A Scroll Practicum

3) Public Relations

- 3 Comm 235 Public Relations Principles and Practices
- 3 Comm 335 Public Relations Writing and Production
- 3 Comm 435 Public Relations Campaigns
- 3 Choose six credits:
 - 3 Comm 320 Digital Media Content Creation
 - 3 Comm 339 Events Management
 - 3 MKT 380 Market Research and Web Analytics
- 1 Choose one credit:
 - 1 Comm 397D Social Media Practicum
 - 1 Comm 397E Community Outreach Practicum

4) Strategic Organizational Communication

- 3 Comm 250 Organizational Principles
- 3 Comm 350 Group Dynamics
- 3 Comm 352 Persuasion
- 3 Comm 450 Conflict Management and Negotiation
- 3 Comm 470 Strategic Communication and Social Change
- 1 Comm 397E Community Outreach Practicum

5) Video Production

- 3 Comm 260 Video Principles and Practice
- 3 Comm 265 Video and Film Production Essentials
- 3 Comm 360 Video Journalism
- 3 Comm 365 Short Film Production
- 3 Comm 465 Documentary Filmmaking
- 1 Comm 497B Motion Graphics Software Practicum

6) Visual Communication

- 3 Comm 300 Digital Imaging
- 3 Comm 305 Vector Graphics
- 3 Comm 310 Creating Online Media
- 1 Comm 397H Visual Emphasis Practicum
- 3 Comm 462 Advanced Visual Media
- 3 Choose three credits:
 - 3 Comm 315 Design for Social Media
 - 3 Comm 316 Professional Imaging
 - 3 Comm 375 Media Business Ownership

9-credit Module - choose one:**a) Advertising**

- 3 MKT 241 Advertising Principles
- 3 MKT 330 Content Marketing
- 3 Choose three credits:
 - 3 MKT 275 Professional Selling (sub for MKT 332)
 - 3 MKT 380 Market Research and Web Analytics

b) Anchor & Reporter Performance

- 3 COMM 362 Broadcast Performance
- 6 Choose six credits:
 - 3 Comm 240 Newsgathering Principles and Practices
 - 3 Comm 360 Video Journalism
 - 3 Comm 397F Radio Station Practicum
 - 3 TA 121 Voice Diction
 - 3 TA 123M Acting 1
 - 3 TA 123W Acting 1

c) Digital & Social Media

- 3 Comm 320 Digital Media Content Creation
- 3 Comm 322 Digital Media Analytics and Strategy
- 3 Choose three credits:
 - 3 Comm 310 Creating Online Media
 - 3 Comm 315 Design for Social Media

d) Digital Marketing

- 9 Choose nine credits:
 - 3 MKT 350 Email Marketing
 - 3 MKT 351 Social Media Marketing
 - 3 MKT 352 Integrated Digital Marketing
 - 3 MKT 451 Search Marketing

e) News/Journalism

- 3 COMM 240 Newsgathering Principles and Practices
- 6 Choose six credits:
 - 3 Comm 340 Advanced Media Writing
 - 3 Comm 342 Editing Essentials
 - 3 Comm 360 Video Journalism
 - 3 Comm 440 News in the 21st Century

f) Media Sales

- 3 Comm 352 Persuasion
- 3 MKT 275 Professional Selling (sub for MKT 332)
- 3 Choose three credits:
 - 3 Comm 450 Conflict Management and Negotiation
 - 3 MKT 375 Sales Management

g) Public Relations

- 3 Comm 235 PR Principles and Practices
- 3 Comm 335 Public Relations Writing and Production
- 3 Choose three credits:
 - 3 Comm 320 Digital Media Content Creation
 - 3 Comm 339 Events Management
 - 3 MKT 380 Market Research and Web Analytics

h) Strategic Organizational Communication

- 3 Comm 250 Organizational Principles
- 3 Comm 450 Conflict Management and Negotiation
- 3 Choose three credits:
 - 3 Comm 350 Group Dynamics
 - 3 Comm 352 Persuasion

i) Video Production

- 3 Comm 260 Video Principles and Practices
- 3 Comm 265 Video and Film Production Essentials
- 3 Choose three credits:
 - 3 Comm 360 Video Journalism
 - 3 Comm 365 Short Film Production
 - 3 Comm 375 Media Business Ownership
 - 3 Comm 465 Documentary Filmmaking

j) Visual Communication

- 9 Choose nine credits:
 - 3 Comm 300 Digital Imaging
 - 3 Comm 305 Vector Graphics
 - 3 Comm 310 Creating Online Media
 - 3 Comm 315 Design for Social Media
 - 3 Comm 316 Professional Imaging
 - 3 Comm 375 Media Business Ownership