PROGRAM OF STUDY in COMMUNICATION (40 credit hours)

All students must complete the following core & electives, then complete the requirements in one area of specialization:

### CORE (16 hrs)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Human Communication &amp; Culture</td>
<td>(3)</td>
</tr>
<tr>
<td>120 Public Speaking</td>
<td>(3)</td>
</tr>
<tr>
<td>200 Communication Theory</td>
<td>(3)</td>
</tr>
<tr>
<td>206 Media &amp; Society</td>
<td>(3)</td>
</tr>
<tr>
<td>280 Communication Research</td>
<td>(3)</td>
</tr>
<tr>
<td>206 L Media and Society Lab</td>
<td>(1)</td>
</tr>
</tbody>
</table>

### ELECTIVES

Select any two courses (6 hours)

### WRITING (6 hours)

- 210 Newswriting
- 361 PR Writing (200, 360 or 370, & 210 prereq) --or-- 371 Adv Writing & Production (200, 370 or 360, & 210 prereq)

### FOUNDATIONS

Select one (3 hours):

- 360 PR Principles & Practices
- 370 Advertising Principles & Practices

### PRODUCTION PRACTICES & APPLICATIONS

Choose two (6 hours) from:

- Any Communication course designated as a Production/Technology course may be taken to fulfill this req. (See Ad/PR faculty for suggested courses)

### RESEARCH/APPLICATIONS: Select one (3 hours):

- 460 PR Capstone/Integrated Campaigns (360 prereq) --or-- 470 Adv Capstone/Strategic Planning 370 prereq

### FOUNDATIONS (9 hours)

Choose 6 hours from:

- 384 Analysis of Popular Culture
- 409 Theories of Persuasion
- 430 Gender & Communication
- 422 Conflict, Mediation & Negotiation
- 432 Communicating Across Racial Divides
- 443 Culture, Technology & Communication

Choose 3 additional hours from courses above or below:

- 309 Health Communication
- 330 Intercultural Communication
- 380 Interviewing & Listening
- 390 Sport Communication
- 400 Family Communication
- 421 Organizational Culture
- 422 Conflict, Mediation & Negotiation
- 424 Training & Development
- 430 Gender & Communication
- 443 Culture, Technology & Communication

### LEADERSHIP, ORGANIZING & RELATING

#### WRITING (3 hours)

- 212 Message Design

#### FOUNDATIONS (9 hours)

Choose 6 hours from:

- 300 Interpersonal Communication
- 320 Organizational Communication
- 420 Leadership & Teams

Choose 3 additional hours from courses above or below:

- 309 Health Communication
- 330 Intercultural Communication
- 380 Interviewing & Listening
- 390 Sport Communication
- 400 Family Communication
- 421 Organizational Culture
- 422 Conflict, Mediation & Negotiation
- 424 Training & Development
- 430 Gender & Communication
- 443 Culture, Technology & Communication

### PRODUCTION PRACTICES & APPLICATIONS (3 hours)

Any Communication course designated as a Production/Technology course may be taken to fulfill this req.

### RESEARCH/APPLICATIONS (3 hours): 490 Research Capstone
### JOURNALISM & MEDIA STUDIES

**WRITING (3 hours)**

- 210 Newswriting

**FOUNDATIONS** Choose 6 hours from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>342</td>
<td>Literary Journalism</td>
</tr>
<tr>
<td>344</td>
<td>Media Ethics</td>
</tr>
<tr>
<td>384</td>
<td>Analysis of Popular Culture</td>
</tr>
<tr>
<td>435</td>
<td>Stereotyping &amp; Bias in the Mass Media</td>
</tr>
</tbody>
</table>

**PRODUCTION PRACTICES & APPLICATIONS (3 hours)**

Any Communication course designated as a Production/Technology course may be taken to fulfill this req.

**RESEARCH/APPLICATIONS** Advanced Area Courses (6 hours):

Choose 6 hours from the courses below; at least 3 hours must be a writing course (*)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>*311</td>
<td>Feature Writing</td>
</tr>
<tr>
<td>*312</td>
<td>Media Scriptwriting</td>
</tr>
<tr>
<td>*313</td>
<td>Editorial &amp; Opinion Writing</td>
</tr>
<tr>
<td>*314</td>
<td>Essay Writing</td>
</tr>
<tr>
<td>*315</td>
<td>Reviewing the Arts</td>
</tr>
<tr>
<td>*316</td>
<td>Editing</td>
</tr>
<tr>
<td>255</td>
<td>Photojournalism</td>
</tr>
<tr>
<td>256</td>
<td>Graphic Design Production</td>
</tr>
<tr>
<td>356</td>
<td>Publication Design</td>
</tr>
<tr>
<td>380</td>
<td>Interviewing &amp; Listening</td>
</tr>
<tr>
<td>393</td>
<td>Student Media Practicum</td>
</tr>
<tr>
<td>410</td>
<td>Multiplatform Journalism</td>
</tr>
<tr>
<td>481</td>
<td>Digital Storytelling</td>
</tr>
<tr>
<td>491</td>
<td>Internship**</td>
</tr>
</tbody>
</table>

**WRITING (3 hours)**

- 212 Message Design --or-- 210 Newswriting

**FOUNDATIONS (12 hours)**

Choose 1 foundations course from 3 of the 5 areas listed here (9 hours):

- **Public Communication & Dialogue:**
  - 305 Argumentation & Debate
  - 347 Political Communication
  - 409 Theories of Persuasion

- **Advertising & Public Relations:**
  - 360 Principles & Practices of Public Relations
  - 370 Principles & Practices of Advertising

- **Journalism & Media Studies:**
  - 342 Literary Journalism
  - 344 Media Ethics
  - 384 Analysis of Popular Culture
  - 435 Stereotyping & Bias in the Mass Media

- **Leadership, Organizing & Relating:**
  - 300 Interpersonal Communication
  - 320 Organizational Communication
  - 420 Leadership & Teams

- **Communication, Culture & Community:**
  - 330 Intercultural Communication
  - 430 Gender & Communication
  - 432 Communicating Across Racial Divides

In addition, choose an additional 3 hours from any of the foundations courses listed above.

**PRODUCTION PRACTICES & APPLICATIONS (3 hours)**

Any Communication course designated as a Production/Technology course may be taken to fulfill this req.

**COMMUNICATION STUDIES**

**WRITING (3 hours)**

- 212 Message Design --or-- 210 Newswriting

**FOUNDATIONS (12 hours)**

Choose 1 foundations course from 3 of the 5 areas listed here (9 hours):

- **Public Communication & Dialogue:**
  - 305 Argumentation & Debate
  - 347 Political Communication
  - 409 Theories of Persuasion

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  - 430 Gender & Communication
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In addition, choose an additional 3 hours from any of the foundations courses listed above.

**PRODUCTION PRACTICES & APPLICATIONS (3 hours)**

Any Communication course designated as a Production/Technology course may be taken to fulfill this req.

**Prerequisites for CMM 491 Internship:**
- Junior class standing
- Completion of the core courses
- Completion of writing course for student’s area of study (either CMM 210 or Message Design)
- 2.65 GPA overall, 2.85 GPA in communication courses

Updated: 4 November 2013