



BACHELOR OF SCIENCE
Communications
with a concentration in TV Broadcast



SCHOOL OF
ARTS AND SCIENCES

PROGRAM DESCRIPTION

The Communications program offers an undergraduate major and minor in public relations. Future majors will include news editorial, online journalism/new media, broadcasting (radio, television, film), visual and multimedia communication (photography, graphic arts, desktop publishing), advertising, and speech.

CAREER OPPORTUNITIES

Advertising, Promotions, and Marketing Managers, Writers and Authors, Editors, Public Relations Specialists, Graphic Designers, Interpreters and Translators, TV: News Anchor, News Reporter, News Writer, Market Researcher

DEGREE CHECKLIST

FRESHMAN			
Prefix	Course No.	Course	Credits
FMU	101	University 101	2
MAT	106	Math for Liberal Arts I	3
ENG	101	College Writing I	3
REA	101	Critical Thinking and Reading	3
CSC	101	Intro to Computers	3
		Social/Behavioral Sciences	3
TOTAL - 1 st SEMESTER			17
HUM	102	Critical Thinking In Humanities	2
MAT	107	Math for Liberal Arts II	3
ENG	102	College Writing II	3
COM	103	Intro To Public Speaking	3
REL		Religion or Philosophical Inquiry	3
		Humanities & Fine Arts	3
TOTAL - 2 nd SEMESTER			17

JUNIOR			
MAR		Marketing Elective	3
COM	326	TV News Reporting	3
COM	309	Fundamentals of Radio and TV Production	3
COM	314	Principles Of Public Relations	3
COM	317	Publications Design	3
TOTAL - 5 th SEMESTER			15
COM	321	Writing for the Electronic Media	3
COM	323	Organizational Communications	3
COM	306	Business and Professional Speaking	3
COM	325	Public Opinion and Propaganda	3
COM	305	Broadcast Management	3
TOTAL - 6 th SEMESTER			15

SOPHOMORE			
Prefix	Course No.	Course	Credits
HIS		African Diaspora and the World	3
		Scientific Inquiry	3
COM	206	Communication Theory	3
COM	308	Voice and Dictation	3
BUS		Business Elective	3
	201	World Language I	3
TOTAL - 3 rd SEMESTER			18
	202	World Language II	3
COM	310	Intro to Mass Communications	3
COM	312	News Writing and Reporting	3
		Elective	3
		Elective	3
TOTAL - 4 th SEMESTER			15

SENIOR			
COM	422	Communication Research	3
COM	344	Diversity in Mass Communications	3
COM	329	TV Production	3
COM		Major Elective	3
TOTAL - 7 th SEMESTER			15
COM	442	Media Law and Ethics	3
COM	495	Senior Project	3
COM	406	TV Practicum	3
COM	427	Communications Internship	3
TOTAL - 8 th SEMESTER			12