

CURRICULUM FOR BACHELOR OF ARTS IN COMMUNICATION

GENERALIST CONCENTRATION/SOCIAL MEDIA

CONCENTRATION/BUSINESS & CORPORATE COMMUNICATION, AND FILM CONCENTRATIONS

First Year – Term 1			
Course Number	Course Title	Credits	Pre-requisites
ENGL 1101 *	English Composition I	3	Minimum SAT/ACT/Accuplacer scores
MATH 1001 OR MATH 1111	Math Modeling or College Algebra	3	Minimum SAT/ACT/Accuplacer scores. MATH 1001 and 1111 are required because these are prerequisites to Accounting I, and many B.A. Communication majors choose to minor in business.
SPAN/FRENCH SEQUENCE	Foreign Language Sequence (depending on placement)	3	Completion of ENGL 1101 LSUP OR EXEMPTION
HIST 2111/2112	United States History	3	Completion of ENGL 1101 LSUP OR EXEMPTION
COMM 1110	Fundamentals of Speech	3	Completion of ENGL 1101 LSUP OR EXEMPTION
PHED Activity elective, Area B Elective, or PERS		0-2	
Semester Total		15-17	

First Year – Term 2			
Course Number	Course Title	Credits	Pre-requisites
ENGL 1102 *	English Composition II	3	ENGL 1101 ('C' or higher)
COMM 1100 or 2000	Human Communication or Intro to Mass Communication	3	Completion of ENGL 1101 LSUP OR EXEMPTION; COMM 1110
SPAN/FREN SEQUENCE	Foreign Language Sequence	3	Completion of ENGL 1101 LSUP OR EXEMPTION
Lab science Elective		4	
PHED Activity elective and/or Area B Elective/PERS		1-2	
Semester Total		14-15	

Second Year – Term 1			
Course Number	Course Title	Credits	Pre-requisites
Lab Science Elective		4	

COMM 2000 or 1100	Introduction to Mass Communication or Human Communication	3	COMM 1110
Area E Elective		3	
Area C English Elective	Suggested: ENGL 2101, Introduction to Film as Literature	3	
POLS 1101	American Government	3	
	Semester Total	16	

Second Year – Term 2			
Course Number	Course Title	Credits	Pre-requisites
Area D Elective (Suggested: MATH 2200 or CMPS 1130)	Suggested: Introduction to Statistics or Computer Concepts/Programming	3	
COMM 2110	Interpersonal Communication	3	COMM 1110
Area C Elective		3	
PSYC 1101	Introduction to Psychology	3	
Area F Elective	Strongly Suggested: THEA 2100, 2200, or 2300, or ENGL 2101 if not taken in Area C	3	
	Semester Total	15	

Third Year – Term 1			
Course Number	Course Title	Credits	Pre-requisites
COMM 3100	Introduction to Communication Theory	3	COMM 1110, 1100, 2110, and 2000 with C or better
COMM 3301	Communication for Business and Professional Settings	3	COMM 1110, 1100, 2110, and 2000 with C or better
COMM 3400	Organizational Communication	3	COMM 1110, 1100, 2110, and 2000 with C or better
COMM CONCENTRATION elective		3	FOR ELECTIVES, SEE COURSES FOR CONCENTRATIONS
COMM CONCENTRATION or MINOR elective		3	
	Semester Total	15	

Third Year – Term 2			
Course Number	Course Title	Credits	Pre-requisites
COMM 3310	Communication Research Methods	3	COMM 1110, 1100, 2110, and 2000 with C or better; COMM 3100
COMM CONCENTRATION or MINOR elective		3	

COMM CONCENTRATION or MINOR elective		3	
COMM CONCENTRATION or MINOR elective		3	
COMM CONCENTRATION or MINOR elective		3	
	Semester Total	15	

Fourth Year – Term 1			
Course Number	Course Title	Credits	Pre-requisites
COMM 4001	Applied Research Methods in Communication	3	COMM 3100 , COMM 3310
COMM 4425	Intercultural Communication	3	COMM 3100
COMM 4602	Mass Media and Society	3	COMM 3100
COMM CONCENTRATION or MINOR elective		3	
COMM CONCENTRATION or MINOR elective		3	
COMM CONCENTRATION or MINOR elective		3	
	Semester Total	15-18	

Fourth Year – Term 2			
Course Number	Course Title	Credits	Pre-requisites
COMM 4180	Media Effects	3	COMM 3100
COMM 4400	Introduction to Film Studies	3	COMM 3100
COMM 4999	Senior Seminar in Communication	3	By permission of advisor; only for last semester
COMM CONCENTRATION or MINOR elective		3	
COMM CONCENTRATION or MINOR Elective		3	
	Semester Total	12	

Notes:

* denotes grade of 'C' or higher required

CORE COMMUNICATION COURSES (TAKEN BY ALL COMMUNICATION MAJORS)

COMM 3100: Introduction to Communication Theory
COMM 3301: Communication for Professional Settings
COMM 3310: Communication Research Methods
COMM 3400: Organizational Communication
COMM 4001: Applied Research Methods in Communication
COMM 4425: Intercultural Communication
COMM 4602: Mass Media and Society
COMM 4180: Media Effects
COMM 4400: Introduction to Film Studies
COMM 4999: Senior Seminar in Communication

GENERALIST CONCENTRATION:

Student may choose 12-15 hours from any upper division Communication course not required in the core of ten courses. A MINOR of 15-18 hours in a related field is required with the Generalist concentration.

BUSINESS AND CORPORATE COMMUNICATION CONCENTRATION: 12-15 hours; optional minor or upper division electives, 15-18 hours.

COMM 3000, Introduction to Public Relations
COMM 3001, Principles of Advertising
COMM 3101, Writing for Electronic Media
COMM 3220, Persuasive Communication
COMM 3350, Listening
COMM 3331, Nonverbal Communication
COMM 3425, Communication in Small Groups and Teams
COMM 3405, Readings in Leadership and Communication
COMM 3700, Introduction to Video Production
COMM 4000, Internship in Communication (prerequisite, 12 hours of upper division communication courses and permission of chair)
COMM 4110, Interpersonal Communication and Conflict Management
COMM 4380, Law and Ethics in Communication

DIGITAL/SOCIAL MEDIA CONCENTRATION, 12-15 hours; optional minor or upper division electives, 15-18 hours

COMM 3000, Introduction to Public Relations
COMM 3001, Principles of Advertising
COMM 3101, Writing for Electronic Media
COMM 3220, Persuasive Communication
COMM 3700, Introduction to Video Production
COMM 4000, Internship in Communication (prerequisite, 12 hours of upper division communication courses and permission of chair)
COMM 4100, Integrated Marketing Communication
COMM 4200, Social Media Communication
COMM 4300, Emerging Media
COMM 4380, Law and Ethics in Communication

FILM CONCENTRATION. Student who choose this path will work closely with their advisors and the department chair to schedule classes at the Georgia Film Academy in the Atlanta area in their sophomore and junior years.

Standard core of Upper Level Communication Courses: 30 hours
GFA 1000 – Introduction to On-set Film Production – 6 hours
Two GFA craft courses, 6 hours each
12 hours of upper division communication electives relevant to career path
Total 60 hours