

**Program Pathway – B.A. IN COMMUNICATION, GENERALIST  
CONCENTRATION/SOCIAL MEDIA CONCENTRATION/BUSINESS & CORPORATE  
COMMUNICATION CONCENTRATION**

This map is a term-by-term sample course schedule. Highlighted courses have been identified as "key courses." It is strongly advised that students make every effort to pass these courses on the first attempt with a "C" or higher in order to be successful in this program. The milestones listed below each year are designed to keep you on course to graduate in four years. Missing milestones could prevent you from being eligible for a particular program or could result in a delay in graduation. The Program Pathway serves as a general guideline to help you build a full schedule each term.

<b>First Year – Term 1</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
<b>ENGL 1101 *</b>	<b>English Composition I</b>	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	
<b>Semester Total</b>		<b>15-17</b>	

<b>First Year – Term 2</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
<b>ENGL 1102 *</b>	<b>English Composition II</b>	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	
<b>Semester Total</b>		<b>14-15</b>	

First Year Milestones	
<ul style="list-style-type: none"> <li>• Complete ENGL 1101 &amp; ENGL 1102</li> <li>• Complete Area A Math</li> <li>• Meet with your advisor</li> <li>• Complete COMM 1110, 1100 or 2000, and PSYC 1101 (9 hours of related major courses)</li> </ul>	

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	

Second Year Milestones	
<ul style="list-style-type: none"> <li>• Meet with your advisor</li> <li>• C or better grades in all COMM courses</li> </ul>	

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	
	<b>Semester Total</b>	<b>15</b>	

<b>Third Year – Term 2</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
COMM 3301	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	
	<b>Semester Total</b>	<b>15</b>	

<b>Third Year Milestones</b>
<ul style="list-style-type: none"> <li>• Investigate Internships</li> <li>• Talk with Advisor about Graduate School</li> </ul>

<b>Fourth Year – Term 1</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
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	

Fourth Year Milestones
<ul style="list-style-type: none"> <li>• Submit Graduation Application to Office of Enrollment Services</li> <li>•</li> </ul>

Notes:

\* denotes grade of 'C' or higher required

*The Program Pathway is not a contract, neither expressed or implied, between the student and Dalton State College, but represents a flexible program of the current catalog's curriculum which may be altered at any time to carry out the academic objectives of the College.*

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