

Mass Communications Program Planner Fall 2008

First Year

Fall

- CORE 100 Liberal Arts Seminar
- CORE 110 Effective Writing
- CORE 150 or CORE 180, or CORE 190
- COMM 115 Computer Apps. For Mass Comm.
- COMM 211 Intro to Mass Communications
- FYE First Year Experience (1 credit)

Spring

- CORE 115 or CORE 116 Communication/Debate
- CORE 131 or CORE 133 Civilization
- CORE 140 or 141-146 Foreign Cultures
- COMM 231 Writing for Mass Communications
- COMM 233 Graphics for Mass Communications

Second Year

Fall

- CORE 177P* or CORE 171-179 The Arts
- CORE 162-164 Literature
- CORE 280 Philosophy I
- COMM 237 Mass Communications Law
- COMMUNICATIONS TRACK COURSE**

Spring

- CORE 098, CORE 120 Quantitative Reasoning
- CORE 270 or CORE 270e Natural Science I
- COMM 296 Mass Communications Practicum
- COMMUNICATIONS TRACK COURSE**
- COMMUNICATIONS TRACK COURSE**

Third Year

Fall

- CORE 250-259 Systematic Theology
- CORE 180-188 American Studies
- COMMUNICATIONS TRACK COURSE**
- COMMUNICATIONS TRACK COURSE**
- COMM 499 Mass Communications Internship

Spring

- CORE 281-289 Philosophy II
- CORE 150-158 Social Sciences
- COMM 310 Mass Communication Ethics
- COMMUNICATIONS TRACK COURSE**
- Elective[†]

Fourth Year

Fall

- CORE 260-269 Moral Theology
- CORE 190-198 Global Studies
- COMM 493 Senior Seminar
- COMMUNICATIONS TRACK COURSE**
- COMMUNICATIONS TRACK COURSE**

Spring

- CORE 271-279 Natural Science II
- COMM 495 Track Capstone
- COMMUNICATIONS TRACK COURSE**
- COMMUNICATIONS TRACK COURSE**
- Elective[†]

*CORE 177P is recommended for Communication majors. This class will count as CORE and major elective credits enabling the student to take an additional major elective. **Mass Comm Track Planners Follow. [†]Students may fulfill the elective requirement by taking any course offered by the College. Students may use these elective credits to obtain additional internship opportunities (beyond the six-credit maximum accepted by the department).

Mass Communications Track Planner: Advertising

Second Year

Fall (Choose two)

- MKT 210** Principles of Marketing* or
- MKT 350** Principles of Advertising*
- COMM 392** Copywriting and Ad Design I*

Spring (Choose two)

- COMM 394** Media Planning and Buying*
- COMM 369** Multimedia Apps. for the Internet
- MKT 315** Consumer Behavior

Third Year

Fall (Choose two)

- COMM 392** Copywriting and Ad Design I* or
- MKT 350** Principles of Advertising* or
- MKT 330** Selling Strategies

Spring (Choose one)

- COMM 393** Copywriting and Ad Design II
- MKT 315** Consumer Behavior

Fourth Year

Fall

- COMM 396** Corporate Branding[†]

Spring

- MKT 360** Strategic Ad Campaigns*
- COMM 395** Viral Advertising Techniques[†]

*Denotes the department's recommendation for required track courses

[†] These courses receive special cycling. Please plan accordingly:

COMM 395: Spring 2010 and Spring 2012

COMM 396: Fall 2009 and Fall 2011

Students interested in Advertising are encouraged to enjoy additional marketing classes. Students may not take more than 15 hours of marketing classes without formally declaring a minor in marketing. Three marketing classes are required for the advertising track. Students can easily declare a minor and profit from the knowledge transferred in both areas.

Mass Communications Track Planner: Broadcast Operations and Production

Second Year

Fall

COMM 350 Intro to Electronic Media*

Spring

COMM 364 Broadcast Programming (Radio + TV)*
 COMM 353 Intro to TV Production

Third Year

Fall

COMM 351 Radio Production* or
 COMM 353 Intro to TV Production*
 COMM 358 Digital Video Basics*

Spring

COMM 354 Advanced TV and Desktop Video or
 COMM 361 Radio and Television Announcing[†]

Fourth Year

Fall

COMM 365 Broadcast Management*
 COMM 362 Compositing[†]

Spring

COMM 360 TV Drama[†]
 COMM 355 Advanced Video Editing

*Denotes the department's recommendation for required track courses

[†] These courses receive special cycling. Please plan accordingly:

COMM 361: Spring 2009 and Spring 2011

COMM 362: Fall 2010 and Fall 2012

COMM 360: Spring of 2010 and the Spring of 2012

Students interested in Broadcast Operations and Management are encouraged to enjoy Theatre classes.

Mass Communications Track Planner: Journalism

Second Year

Fall

COMM 320 Global Perspectives*

Spring

COMM 322 Newspaper Reporting*
 COMM 325 Sports Communication

Third Year

Fall

COMM 323 Broadcast News writing*
 COMM 333 Multiplatform Storytelling*

Spring

COMM 324 ENG and Field Reporting*

Fourth Year

Fall

COMM 326 Magazine Article Writing
 ENG 329 Editing (4 credits)

Spring

ENG 323 Writing for New Media (4 credits)
 COMM 334 Media Relations in Sports

*Denotes the department's recommendation for required track courses.

Mass Communications Track Planner: Visual Communications

Second Year

Fall

COMM 348 Design History and Philosophy*

Spring

COMM 212 Introduction to Photography
 COMM 369 Multimedia Apps. for the Internet*

Third Year

Fall

COMM 343 Fundamentals of Image Manipulation*
 COMM 344 Computer Illustration*

Spring

COMM 382 Advanced Photography

Fourth Year

Fall

COMM 392 Copywriting and Ad Design
 COMM 396 Corporate Branding[†]

Spring

COMM 345 Advanced Desktop Publishing*[†]
 COMM 347 Image Manipulation: Advanced Design Techniques

*Denotes the department's recommendation for required track courses

[†] These courses receive special cycling. Please plan accordingly:

COMM 345: Spring 2010 and Spring 2012

COMM 396: Fall 2009 and Fall 2011