

MASS COMMUNICATIONS

(FOR MARKETING MAJORS)
MINOR AND CONCENTRATION

A minor concentration (minor) requires a minimum of six courses, representing at least eighteen credits, in the minor field of study. In addition, a department may add academic prerequisites or requirements in related fields, but the total will not exceed 60% of the department's major program requirements. Minor requirements are listed under departmental entries. In order to complete requirements for a minor, the student must take the majority of credits in the minor field at King's. Minors are not required. A three course, nine credit concentration is also available. Students in the concentration are required to take all courses for the concentration at King's College.

Monitoring of student progress in pursuing a minor in **Mass Communications** is necessary to enhance the student learning experience. Therefore, a written declaration must be submitted by the student to the Registrar.

Minor Requirements <i>(6 courses – 18 credits)</i>	Credits
_____ COMM 111 Survey of Mass Communications	3
_____ CIS 110 Introduction to Computer Applications for Business OR _____ COMM 115 Computer Applications for Mass Communications	3
_____ COMM 233 Introduction to Visual Communications	3
_____ COMM 290 Media and Communication Campaigns	3
_____ COMM 345 Professional Design for Print and Digital Media	3
_____ COMM 396 Branding Technique and Creative Design	3

Concentration Requirements <i>(3 courses – 9 credits)</i>	Credits
_____ COMM 111 Survey of Mass Communications	3
_____ COMM 233 Introduction to Visual Communications	3
_____ COMM 396 Branding Technique and Creative Design	3

If COMM 290, COMM 345, and COMM 396 are not available, other Mass Communications courses may be substituted. Students should dialogue with the department chairs from Marketing and Mass Communications to discuss if substitutions are needed and respond accordingly.

For more information regarding the **Mass Communications** minor and concentration including but not limited to course descriptions and department chairpersons, please visit the online college course catalog.