

MASS COMMUNICATIONS

BACHELOR OF ARTS (B.A.)

CORE Requirements	Credits	Major Requirements	Credits	Free Electives ² or Minor	Credits
___ CORE 090 First Yr Exp.	1	___ COMM 111 Survey of Mass Comm.	3	___ Free Elective**	3
___ CORE 100 Lib Arts Sem.	3	___ COMM 115 Comp App for Mass Comm	3	___ Free Elective**	3
___ CORE 110 Effect Writ.	3	___ COMM 131 Writing for Mass Comm	3	___ Free Elective**	3
___ CORE 115 or 116 Oral Comm.	3	___ COMM 233 Intro to Visual Comm	3	___ Free Elective**	3
___ CORE 120 Math Ideas	3	___ COMM 237 Mass Comm Law	3	___ Free Elective**	3
___ CORE 131 or 133 Civilization	3	___ COMM 296 Mass Comm Practicum	3	___ Free Elective**	3
___ CORE 140 or 141-145 Forgn.	3	___ COMM 311 Theories & Persp in Mass Comm	3	___ Free Elective**	3
___ CORE 150-159 Soc. Sci. ¹	3	___ COMM 490 ePortfolio for Mass Comm	1	___ Free Elective**	3
___ CORE 160-164 Literature	3	___ COMM 493 Research Meth. in Mass Comm	3		
___ CORE 170-179 The Arts	3	___ COMM 499 Mass Comm Internship	3		
___ CORE 180-189 Amer. Studies ¹	3	___ COMM Track*	3		
___ CORE 190-199 Global Studies ¹	3	___ COMM Track*	3		
___ CORE 250-259 Syst. Theology	3	___ COMM Track*	3		
___ CORE 260-269 Mor. Theology	3	___ COMM Track*	3		
___ CORE 270 Natural Sci I	3	___ COMM Track*	3		
___ CORE 271-279 Nat Sci II	3	___ COMM Track*	3		
___ CORE 280 Philos. I	3	___ COMM Track*	3		
___ CORE 281-289 Philos. II	3	___ COMM Track*	3		
Total Credits for CORE	52	Total Credits for Major	52	Total Credits for Free Elect	18

Total Credits Required for Graduation = 122*

*Students must take at least 12 credits from one of the following tracks, plus an additional 12 credits in any of the other tracks.

COMM Track 1		COMM Track 2		COMM Track 4	
Broadcast & Social Media		Journalism		Visual and Brand Communications	
___ COMM 251	___ COMM 355	___ COMM 223	___ COMM 324	___ COMM 212	___ COMM 346
___ COMM 253	___ COMM 356	___ COMM 225	___ COMM 334	___ COMM 243	___ COMM 369
___ COMM 336	___ COMM 360	___ COMM 226	___ COMM 335	___ COMM 290	___ COMM 394
___ COMM 354	___ COMM 365			___ COMM 344	___ COMM 396
				___ COMM 345	___ MSB 210

Students who wish to pursue a **Marketing Minor or a **Concentration in Marketing** should substitute the following courses as their Free Electives:

Marketing Minor (15 additional credits)	
<i>Three 3 Required Courses</i>	<i>AND three (3) of the following:</i>
√ ___ COMM 115 (req. for Major)	___ MKT 330
___ MSB 210†	___ MKT 350
___ MKT 315	___ MKT 360
	___ MKT 390

Concentration in Marketing (9 Credits)
___ MSB 210†
___ MKT 330 or MKT 350
___ MKT 315 or MKT 360 or MKT 390

†MSB 210 Principles of Marketing is a prerequisite for all other marketing courses.

¹Students are required to take CORE 150, CORE 180 **OR** CORE 190 to fulfill the Interdisciplinary CORE requirement.

- If a student takes CORE 150, then he/she should choose from 181 – 188 to fulfill the 18x's requirement AND from 191 – 198 to fulfill the 19x's requirement.
- If a student takes CORE 180, then he/she should choose from 151 – 158 to fulfill the 15x's requirement AND from 191 – 198 to fulfill the 19x's requirement.
- If a student takes CORE 190, then he/she should choose from 151 – 158 to fulfill the 15x's requirement AND from 181 – 188 to fulfill the 18x's requirement.

²Students may select any course to fulfill a “free elective.” You may want to use your free electives to gain additional skills in another Mass Communications track, a double major, or a minor in another content area.

General Information:

A student must earn a minimum of 120 credit hours to be awarded the baccalaureate degree. The number of credit hours required for graduation may be higher in certain major programs **or** if the student elects to pursue a second major.

Beyond the requirements of the Core Curriculum and of a student's chosen major program, the balances of the credit hours required for graduation are “free electives.”

MASS COMMUNICATIONS

SUGGESTED SEQUENCE

- Use the information below as a guide when selecting courses.
- Refer to the reverse side in order when selecting major courses, major electives, core courses, and free electives when applicable.
- Consult your Academic Advisor prior to course registration.
- Refer to the King's College Catalog and/or website for course titles and descriptions.
- Choose one course from each CORE category as listed on the reverse side.
 - CORE courses may be taken in any order approved by the academic advisor with the following conditions:
 - CORE 100 and CORE 110 should be taken in the first year.
 - CORE 115 (or 116) and CORE 120 should be taken within the first two years.
 - For students selecting a Foreign Language (CORE 14x), every effort should be made to register for that language in the first semester at King's.

1st Year - Fall		cr.	1st Year - Spring		cr.
_____	COMM 111 Survey of Mass Communications	3	_____	COMM 131 Writing for Mass Communications	3
_____	COMM 115 Computer Appl. for Mass Comm.	3	_____	COMM 233 Intro. to Visual Communications	3
_____	CORE 110 Effective Writing	3	_____	CORE	3
_____	CORE	3	_____	CORE	3
_____	CORE	3	_____	CORE	3
_____	CORE 090 First Year Experience	1			
		16			15
2nd Year - Fall			2nd Year - Spring		
_____	COMM 237 Mass Communications Law	3	_____	COMM 296 Mass Communications Practicum	3
_____	COMM Track*	3	_____	COMM Track*	3
_____	COMM Track*	3	_____	COMM Track*	3
_____	CORE	3	_____	CORE	3
_____	Free Elective ² or Marketing Minor (MSB 210†)	3	_____	Free Elective ² or Marketing Minor	3
		15			15
3rd Year - Fall			3rd Year - Spring		
_____	COMM 499 Mass Communications Internship	3	_____	COMM 311 Theories & Persp. in Mass Comm.	3
_____	COMM Track*	3	_____	COMM Track*	3
_____	CORE	3	_____	CORE	3
_____	CORE	3	_____	CORE	3
_____	Free Elective ² or Marketing Minor	3	_____	Free Elective ² or Marketing Minor	3
		15			15
4th Year - Fall			4th Year - Spring		
_____	COMM 493 Research Methods in Mass Comm.	3	_____	COMM Track*	3
_____	COMM Track*	3	_____	COMM 490 ePortfolio for Mass Comm.	1
_____	CORE	3	_____	CORE	3
_____	CORE	3	_____	CORE	3
_____	Free Elective ² or Marketing Minor	3	_____	CORE	3
		15	_____	Free Elective ² or Marketing Minor	3
					16
Total Credits Required for Graduation = 122					

† MSB 210 Principles of Marketing is a prerequisite for all other marketing courses