

Mass Communications

Bachelor of Arts (BA.COMM)

| Core Requirements | | | Credits | Notes/Instructions |
|-------------------------------------|--------------------------|-------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| College Sem. | Quest for Meaning | CSEM 100 | 3 | †A student may be required to take ENGL 105 and/or MATH 100 based on placement exams administered prior to their first semester at King's College. ENGL 105 and MATH 100 are 3-credit courses and will count as free electives. ††The Intercultural Competence requirement can be satisfied by taking a 100-level language class for 3 credits or participating in an approved Study Abroad experience. (See college catalog for more information) SBM = Satisfied By Major requirement(s) and credit(s) listed below. |
| Communication & Creative Expression | Writing | ENGL 110† | 3 | |
| | Oral Communication | COMM 101 | 3 | |
| | Literature | ENGL 140-149 | 3 | |
| | The Arts | ARTS 100-149 | 3 | |
| Citizenship | History | HIST 100-149 | 3 | |
| | Intercultural | FREN/GERM/SPAN 100-level or Study Abroad†† | 3 | |
| | Global Connections | ECON 150-199; GEOG 150-199; HIST 150-199; PS 150-199; SOC 150-199 | 3 | |
| Quantitative & Scientific Reasoning | Quantitative Reasoning | MATH 120+ or higher level | 3 | |
| | Scientific Endeavor | NSCI 100 | 3 | |
| | Science in Context | NSCI 171-199 | 3 | |
| | Human Beh. & Soc. Inst | ECON 111, 112; GEOG 101, 102; PS 101, PSYC 101, SOC 101 | 3 | |
| Wisdom, Faith, & the Good Life | Introduction to Phil. | PHIL 101 | 3 | |
| | Phil. Investigations | PHIL 170-199 | 3 | |
| | Theology & Wisdom | THEO 150-159 | 3 | |
| | Theology & the Good Life | THEO 160-169 | 3 | |
| Total Core Credits | | | 48 | |

| Major Requirements | Credits | Major Requirements | Credits | Elective ³ / Other Requirements | Credits | |
|----------------------------|---------|--------------------|----------------------------|---------------------------------------------------|-----------|-----------|
| COMM 111 | 3 | COMM Track* | 3 | HCE 101 Holy Cross Exp. | 1 | |
| COMM 115 | 3 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 131 | 3 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 233 | 3 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 237 ^{PR} | 3 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 296 ^{PR} | 3 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 311 ^{PR} | 3 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 490 ^{PR} | 1 | COMM Track* | 3 | Free Elective ^{3,**} | 3 | |
| COMM 493 ^{PR} | 3 | | | Free Elective ^{3,**} | 3 | |
| COMM 499 ^{PR} | 3 | | | | | |
| Total Major Credits | | 28 | Total Major Credits | | 24 | |
| | | | | Total Elective³ / Other Credits | | 22 |

Total Credits Required for Graduation = 122

*Students must choose one of the tracks below:

| COMM Track 1 | | COMM Track 2 | | COMM Track 3 | | COMM Track 4 | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Broadcast and Social Media <i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i> | | Journalism <i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i> | | Visual and Brand Communications <i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i> | | Video Game Design <i>(Must take ALL 6 courses (18 credits) below plus an additional 2 courses (6 credits) from any other track)</i> | |
| COMM 251 | COMM 356 | COMM 223 | COMM 324 | COMM 212 | COMM 345 | COMM 244 | COMM 389 |
| COMM 253 | COMM 358 | COMM 226 | COMM 334 | COMM 225 | COMM 346 | COMM 245 | CS 115 |
| COMM 336 | COMM 360 | COMM 320 | COMM 335 | COMM 243 | COMM 369 | COMM 388 | CS 116 |
| COMM 354 | COMM 365 | | | COMM 290 | COMM 394 | | |
| COMM 355 | | | | COMM 325 | COMM 396 | | |
| | | | | COMM 337 | MSB 210 | | |
| | | | | COMM 344 | | | |

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) | |
|-----------------------------------------|----------------------------------------|
| Three (3) Required Courses | |
| ✓ COMM 115 (req. for Major) | AND three (3) of the following: |
| _____ MSB 210 [†] | _____ MKT 330 |
| _____ MKT 315 | _____ MKT 350 |
| | _____ 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.

Mass Communications

Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

| Fall | Credits | Spring | Credits |
|---------------------------------------------------------------|-----------|--------------------------------------------------------|-----------|
| 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 Course ¹ (<i>ENGL 110 Academic Writing</i>) | 3 | Core Course ¹ | 3 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| HCE 101 Holy Cross Experience | 1 | | |
| | 16 | | 15 |
| Summer Credits | | | |
| Fall | Credits | Spring | Credits |
| COMM 237 ^{PR} Mass Communications Law | 3 | COMM 296 ^{PR} Mass Communications Practicum | 3 |
| COMM Track* | 3 | COMM Track* | 3 |
| COMM Track* | 3 | COMM Track* | 3 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| Free Elective ^{3,**} or Marketing Minor (MSB 210***) | 3 | Free Elective ^{3,**} or Marketing Minor | 3 |
| | 15 | | 15 |
| Summer Credits | | | |
| Fall | Credits | Spring | Credits |
| COMM 499 ^{PR} Mass Communications Internship | 3 | COMM 311 ^{PR} Theories & Persp. in Mass Comm. | 3 |
| COMM Track* | 3 | COMM Track* | 3 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| Free Elective ^{3,**} or Marketing Minor | 3 | Free Elective ^{3,**} or Marketing Minor | 3 |
| | 15 | | 15 |
| Summer Credits | | | |
| Fall | Credits | Spring | Credits |
| COMM 493 ^{PR} Research Methods in Mass Comm. | 3 | COMM Track* | 3 |
| COMM Track* | 3 | COMM 490 ^{PR} ePortfolio for Mass Comm. | 1 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| Core Course ¹ | 3 | Core Course ¹ | 3 |
| Free Elective ^{3,**} or Marketing Minor | 3 | Free Elective ^{3,**} or Marketing Minor | 3 |
| | 15 | Free Elective ^{3,**} or Marketing Minor | 3 |
| | | | 16 |
| Total Credits Required for Graduation = 122 | | | |

NOTES:

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

¹Choose one course from each of the Core Requirements listed on the reverse side.

²Course may satisfy both a Major and a Core requirement.

³Students may select "free electives" for personal enrichment **OR** for Minor and/or Second Major Requirements.

^{PR}Course has a prerequisite – check college catalog.

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."