



2023-2024

COMMUNICATION MAJOR, B.A.

Communication & Theater Arts Department, School of Communication Arts

The Communication program gives students the theory and practice necessary to communicate effectively across appropriate channels in multiple environments. Rooted in the ancient traditions of oratory and rhetoric as well as modern social scientific research, Communication majors at Asbury can concentrate their studies in public relations, leadership, or international communications. Communication is the number one skill sought in job interviews, is vital for nearly every human interaction, and is relevant for a broad range of vocations.

To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.

MAJOR REQUIREMENTS (46-53) **(20 Core + 26-33 Concentration)**

__ 3	COM	220	Interpersonal Comm
__ 3	COM	221	Narratives/Ideology Film & TV
__ 3	COM	271	Intro to Comm Theory
__ 3	COM	331	Group Comm & Leadership
__ 4	COM	340	Researching the Big Idea __ Lab
__ 1	COM	375	Junior Seminar
__ 3	COM	435	Internship

__ 3	COM	461	Social Media Marketing
__ 3	JRN	214	Video Journalism
__ 3	MC	225	Interactive Media I

Choose two Interdisciplinary courses:

	ART	266	Intro to Photography
	ART	452	Graphic Design II
__ 3-4	COM	251	Intercultural Communication
	COM	281	Public Relations Theory/ Practice

REQUIRED CONCENTRATION (choose one of four):

COML - LEADERSHIP (26)

__ 3	BU	211	Principles of Management
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 3	COM	230	Leadership Skills
__ 3	COM	251	Intercultural Communication
__ 3	COM	351	Persuasion
__ 3	ID	450	Project Management

	COM	342	Communication Campaigns
	JRN	110	Foundations of Journalism
__ 3-4	JRN	343	Photojournalism
	MC	212	Writing for the Media
	MKT	241	Principles of Marketing

COMI - INTERNATIONAL COMMUNICATION (27)

__ 3	COM	230	Leadership Skills
__ 3	COM	251	Intercultural Communication
__ 3	SOC	353	International Social Issues

Choose two Communication courses:

	COM	261	Social Media & Emerging Tech
__ 3	COM	281	Public Relations Theory/Practice
	COM	342	Communication Campaigns
__ 3	MC	225	Interactive Media

Choose a Production course:

__ 3	JRN	214	Video Journalism
	MC	302	Single Camera Production

Choose one Leadership course:

	BU	331	Human Resource Management
	CM	411	Leadership in Ministry
__ 3	ENG	300	Writing for the Marketplace
	SOC	201	Inequalities in Society
	SOC	353	International Social Issues

Choose 6 hours from Cultural courses:

	ICS	201	Christianity/World Religion
__ 3	ICS	311	Strategy Intercultural Comm
__ 3	ICS	322	Contextualization: Christianity/Culture
	PS	301	Comparative Politics
	SOC	112	Intro Anthropology

COMM - SOCIAL MEDIA (27)

__ 3	ART	254	Graphic Design I
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 3	COM	261	Social Media & Emerging Tech
__ 3	COM	351	Persuasion

Choose 9 hours from Interdisciplinary courses:

__ 3	ART	254	Graphic Design I
	ART	266	Intro to Photography
__ 3	COM	261	Social Media & Emerging Tech
__ 3	COM	281	Public Relations Theory/Practice
	PS	302	International Relations
__ 3	PSY	342	Cross-Cultural Psychology

COMP - PUBLIC RELATIONS (33)

__ 3	ART	254	Graphic Design I
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 3	COM	261	Social Media/Emerging Tech
__ 3	COM	281	Public Relations Theory/Practice
__ 3	COM	342	Communication Campaigns
__ 3	COM	351	Persuasion
__ 3	COM	431	PR Management & Strategy
__ 3	JRN	110	Foundations of Journalism
__ 3	MKT	241	Principles of Marketing

Choose two Media courses:

	ART	452	Graphic Design II
	COM	251	Intercultural Communication
	COM	461	Social Media Marketing
__ 3	JRN	207	Journalism Design
	JRN	343	Photojournalism
	MC	212	Writing for the Media
	MC	225	Interactive Media I
__ 3	MC	302	Single Camera Production
	MC	308	Broadcast News
	MC	393	Seminar
	MC	428	Special Events
	MKT	441	Marketing Research

PLUS FOUNDATIONS REQUIREMENTS (56)

**Plus electives needed for the 124 hour degree requirement
(15-22, depending on Concentration)**