



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, foundations requirements, and additional electives needed for 124 hour minimum degree requirement.

MAJOR REQUIREMENTS (49-53) (20 Core + 29-33 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

Choose one Marketing course:

___ 3	MKT	343	Fund. Professional Selling
___ 3	SPM	340	Sport Marketing

Choose two Media courses:

___ 3	ART	254	Graphic Design I*
___ 3	MC	211	Media Performance
___ 3	MC	225	Website Design
___ 3	MC	261	Multi-Cam Production w/ Lab (4)
___ 3	MC	308	Broadcast News
___ 3	MC	326	Sports Storytelling

REQUIRED CONCENTRATION (choose one of three):

COMG - LEADERSHIP & GLOBAL COMMUNICATION (29)

___ 3	COM	120	Global Impact Through Comm
___ 1	COM	200	Agency Practicum
___ 1	COM	200	Agency Practicum
___ 3	COM	230	Leadership Skills
___ 3	COM	251	Intercultural Communication
___ 3	COM	261	Social Media & Emerging Tech
___ 3	COM	281	Public Relations Theory/Practice
___ 3	COM	351	Persuasion

Choose three Global courses:

___ 3	ART	254	Graphic Design I*
___ 3	ART	266	Intro to Photography*
___ 3	BU	211	Principles of Management
___ 3	BU	339	Business as Mission
___ 3	ENG	362	Diverse Voices
___ 3	HC	250	Intro to Public/Population Health
___ 3	JRN	214	Video Journalism
___ 3	PS	302	International Relations
___ 3	PS	305	Politics & Public Policy
___ 3	PS	351	Human Trafficking
___ 3	SOC	350	Race & Ethnicity
___ 3	SOC	353	International Social Issues

COMC - SPORT COMMUNICATION (33)

___ 3	COM	251	Intercultural Communication
___ 3	COM	281	Public Relations Theory/Practice
___ 3	COM	342	Communication Campaigns
___ 3	COM	461	Social Media Marketing
___ 3	JRN	110	Foundations of Journalism
___ 3	JRN	214	Video Journalism
___ 3	JRN	303	Features & Opinions
___ 3	SPM	330	Sport Communication

COMS - STRATEGIC COMMUNICATION (33)

___ 1	COM	200	Agency Practicum
___ 1	COM	200	Agency Practicum
___ 1	COM	200	Agency Practicum
___ 3	COM	251	Intercultural Communication
___ 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	COM	461	Social Media Marketing
___ 3	JRN	110	Foundations of Journalism

Choose two Interdisciplinary courses:

___ 3	ART	254	Graphic Design I*
___ 3	ART	452	Graphic Design II
___ 3	JRN	343	Photojournalism
___ 3	MC	211	Media Performance
___ 3	MC	212	Writing for the Media
___ 3	MC	225	Website Design
___ 3	MC	302	Single Camera Production
___ 3	MC	308	Broadcast News
___ 3	MC	393	Seminar
___ 3	MC	428	Special Events
___ 3	MKT	241	Principles of Marketing

PLUS FOUNDATIONS REQUIREMENTS (53)

(3 hours Foundations Integration satisfied by required major courses for all Concentrations. *ART254 or ART266 meet FND Fine Arts if chosen; add 3 elective.)

Plus electives needed for the 124 hour degree requirement (18-22, depending on Concentration)