



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.

Students must complete all Foundations requirements and major requirements, as well as any additional General Electives needed to reach the minimum of 124 total credits required for a Bachelor's degree.

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

__ 3	SPM	340	Sport Marketing
Choose two Media courses:			
	ART	254	Graphic Design I*
__ 3	MC	211	Media Performance
	MC	225	Website Design
	MC	261	Multi-Cam Production w/ Lab (4)
__ 3	MC	308	Broadcast News
	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:

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

Choose one Marketing course:

	MKT	343	Fund. Professional Selling
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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:

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

Plus FOUNDATIONS REQUIREMENTS (53)

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

Plus GENERAL ELECTIVES needed to reach minimum 124 credits (18-22, depending on Concentration)