

BACHELOR OF ARTS IN COMMUNICATION STUDIES, MEDIA TRACK

Overview

Our Media Track was developed in conjunction with new courses in media relations writing, media relations campaigns, and media analysis. The goal of this track is to provide students with practical, hands-on experience with media relations applications and strategies, new media technologies, and current and emerging mass communication practices. This track provides professional skills in media management and public relations. You will be introduced to old and new technologies as well as more challenging issues related to research of new communication technologies.

Media analysis (CMST 4898) will teach you to critically analyze media messages; explore how political, social, and economic forces affect media messages; and discuss how media content affects media users. In media relations writing (CMST 3757) and media relations campaigns (CMST 3717), you will learn how to write press releases and ad content for different types of media and how to plan and implement a public relations, marketing, and advertising campaign using a variety of mass media outlets. Because media relations campaigns and information technology skills are often applied in business settings, you will take a course in organizational cultures (CMST 4859) to prepare you to use your media skills in diverse organizational settings.

Possible Careers

- Advertising
- Agent (e.g., sports, entertainment)
- Web Designer/Director
- Writer
- Community Relations
- News Service Researcher
- Public Relations Manager
- Market Research
- Information Management
- Media Buyer/Ad Sales
- Audience/Media Research

Complementary Minors

- Advertising/Public Relations
- Art & Technology
- Language
- Graphic Design
- Information Systems Programming
- Integrated Technologies
- Journalism
- Management Information Systems
- Marketing
- Multimedia and Web Design
- Photography
- Professional and Technical Writing
- Telecommunication Studies

Students majoring in communication studies must successfully complete all core courses and one of the specified tracks for a total of 39 semester hours in CMST. Students must complete 18 credits of 3000- and 4000-level courses in

the CMST major. Students must also complete all requirements for a Bachelor of Arts degree, including the completion of an approved academic minor.

COURSE	TITLE	S.H.
General Education Requirements		
Core Competencies		
ENGL 1550	Writing 1	3-4
	or ENGL 1549	Writing 1 with Support
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		3
Knowledge Domains		
Arts and Humanities (6 s.h.)		6
Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)		7
Social Science (6 s.h.)		6
Social and Personal Awareness (6 s.h.)		6
First Year Experience Course (CCAC 1500) or Gen Ed elective if needed		3
Foreign Language Requirement		
Foreign Language 1550		4
Foreign Language 2600		4
Major Requirements		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2655	Communication in Groups and Organizations	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Designing Communication Research	3
CMST 4899	Senior Project	3
Media Track		
CMST 3717	Intro to Media Relations Campaigns	3
CMST 3756	Interviewing	3
CMST 3757	Media Relations Writing	3
CMST 4850	Social Media Campaigns	3
CMST 4851	New Communication Media	3
CMST 4859	Organizational Cultures	3
CMST 4898	Media Analysis	3
Minor Requirements (note that some minors require more than 18 credits)		18
Electives (note that students must complete 48 hours of upper division courses; 37xx and above)		15
Total Semester Hours		120-121
Year 1		
Fall		S.H.
CMST 1545	Communication Foundations	3
ENGL 1550	Writing 1	3-4
	or ENGL 1549	or Writing 1 with Support
MATH XXXX Approved General Education		3
AH XXXX Arts & Humanities		3
NS XXXX Natural Science GER + lab		4
Semester Hours		16-17
Spring		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2656	Interpersonal Communication	3
ENGL 1551	Writing 2	3
SPA XXXX GER Social & Personal Awareness		3
Semester Hours		15

Year 2**Fall**

CMST 2655	Communication in Groups and Organizations	3
Minor Course		3
SPA XXXX GER Social & Personal Awareness		3
NS XXXX GER Natural Science		3
Foreign Language 1550		4
Semester Hours		16

Spring

CMST 3756	Interviewing	3
Minor Course		3
AH XXXX GER Arts & Humanities		3
SS XXXX GER Social Sciences		3
Foreign Language 2600		4
Semester Hours		16

Year 3**Fall**

CMST 3700	Designing Communication Research	3
CMST 3717	Intro to Media Relations Campaigns	3
CMST 4859	Organizational Cultures	3
SS XXXX Social Sciences GER		3
Upper-division General Elective		3
Semester Hours		15

Spring

CMST 3757	Media Relations Writing	3
CMST 4898	Media Analysis	3
Minor Course		3
Minor Course		3
GER XXXX General Education Elective		3
Semester Hours		15

Year 4**Fall**

CMST 4850	Social Media Campaigns	3
CMST 4851	New Communication Media	3
Upper-division Minor course		3
Upper-division General Elective		3
Upper-division General Elective		3
Semester Hours		15

Spring

CMST 4899	Senior Project	3
Upper-division Minor course		3
Upper-division General Elective		3
Upper-division General Elective		3
Semester Hours		12

Total Semester Hours	120-121
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Students completing their degree in communication studies are uniquely qualified to enter the job market and compete effectively throughout their careers for advancement and promotion.

Through course offerings and applied learning experiences, the communication studies program combines a rich liberal arts emphasis with a much needed specialized professional and career focus for undergraduate students.

LEARNING OUTCOMES

Regardless of track, students graduating with a B.A. degree in communication studies will:

- differentiate between key theories and concepts in communication
- find, interpret, evaluate, and synthesize academic research in communication studies
- demonstrate verbal and nonverbal competence