

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.

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.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
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
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
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 12 credits)		12
Electives (note that students must complete 39 hours of upper division courses; 37xx and above)		23
Total Semester Hours		120-122
Year 1		
Fall		
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
CMST 1545	Communication Foundations	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
MATH 2623	Quantitative Reasoning	3
GE: Social & Personal Awareness		3
Semester Hours		13-15
Spring		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2656	Interpersonal Communication	3
ENGL 1551	Writing 2	3
GE: Lab Science		4
Semester Hours		16
Year 2		
Fall		
CMST 2655	Communication in Groups and Organizations	3
Foreign Language 1550		4
General Elective		3
GER Social & Personal Awareness		3
GER Natural Science		3
Semester Hours		16
Spring		
CMST 3756	Interviewing	3
Foreign Language 2600		4
General Elective		3
GER Arts & Humanities		3
GER Social Sciences		3
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
Minor Course		3
Upper-division General Elective		3
Semester Hours		15
Spring		
CMST 3757	Media Relations Writing	3
CMST 4898	Media Analysis	3
Upper Division Minor Course		3

GER Arts & Humanities		3
General 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
GER Social Science		3
General Elective		2
Semester Hours		14
Spring		
CMST 4899	Senior Project	3
Upper-division Minor course		3
General Elective		3
General Elective		3
General Elective		3
Semester Hours		15
Total Semester Hours		120-122

LEARNING OUTCOMES

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

1. Students graduating with a B.A. degree in Communication Studies will interpret, evaluate, and apply communication scholarship.
2. Students graduating with a B.A. degree in Communication Studies will perform verbal and nonverbal behaviors that illustrate self-efficacy.
3. Students graduating with a B.A. degree in Communication Studies will demonstrate communication expertise in their career development.
4. Students graduating with a B.A. degree in Communication Studies will identify communication theories, perspectives, principles, and concepts.

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.