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.
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**FIRST YEAR REQUIREMENT - STUDENT SUCCESS**
YSU 1500 | Success Seminar | 1-2
or SS 1500 | or Strong Start Success Seminar
or HONR 1500 | or Intro to Honors

General Education Requirements

| COURSE | TITLE | S.H.
--- | --- | ---
ENGL 1550 | Writing 1 | 3
or ENGL 1549 | Writing 1 with Support | 3
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

| COURSE | TITLE | S.H.
--- | --- | ---
Foreign Language 1550 | 4
Foreign Language 2600 | 4

Major Requirements

| COURSE | TITLE | S.H.
--- | --- | ---
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

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; 37x and above) | 23
Total Semester Hours | 120-122

Year 1

| COURSE | TITLE | S.H.
--- | --- | ---
Fall | Success Seminar | 1-2
YSU 1500 | or Strong Start Success Seminar
or SS 1500 | or Intro to Honors
or HONR 1500 | and GE: Social & Personal Awareness

Semester Hours | 13-15

Spring

| COURSE | TITLE | S.H.
--- | --- | ---
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

Year 2

| COURSE | TITLE | S.H.
--- | --- | ---
Fall | Interviewing | 3
CMST 3756 | 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

| COURSE | TITLE | S.H.
--- | --- | ---
CMST 3757 | Media Relations Writing | 3
CMST 4898 | Media Analysis | 3
Upper Division Minor Course | 3
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.