

Concentrations

What concentrations are offered within this major, how are they structured, what is required for graduation, and what percentage of students pursue various concentrations?

Advertising Concentration (8% of students pursue this concentration)

Core

21 HOURS

INTRODUCTION TO MASS COMMUNICATION OR	COMM 150
INTRODUCTION TO COMMUNICATION THEORY	COMM 280
PRESENTATIONAL SPEAKING	COMM 160
WRITING FOR THE MASS MEDIA	COMM 170
RESEARCH METHODS	COMM 310 OR 380
COMMUNICATION ETHICS	COMM 370
ORGANIZATIONAL COMMUNICATION	COMM 390
CAPSTONE SEMINAR OR	COMM 470
COMMUNICATION INTERNSHIP	COMM 450

Introduction to Sequence

3 HOURS

INTRODUCTION TO ADVERTISING	COMM 213
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Sequence Writing

3 HOURS

ADVERTISING COPY WRITING	COMM 223
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Sequence Production

3 HOURS

RADIO PRODUCTION OR	COMM 227
STUDIO TELEVISION PRODUCTION OR	COMM 327
PUBLICATION DESIGN	COMM 381

Communication Electives

6 HOURS

SIX HOURS OF COMMUNICATION STUDIES COURSES AT THE 200-LEVEL OR HIGHER, WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Broadcasting and Electronic Media Concentration (21% of students pursue this concentration)

Core

21 HOURS

INTRODUCTION TO MASS COMMUNICATION OR	COMM 150
INTRODUCTION TO COMMUNICATION THEORY	COMM 280
PRESENTATIONAL SPEAKING	COMM 160
WRITING FOR THE MASS MEDIA	COMM 170
RESEARCH METHODS	COMM 310 OR 380
COMMUNICATION ETHICS	COMM 370
ORGANIZATIONAL COMMUNICATION	COMM 390

CAPSTONE SEMINAR **OR** COMM 470
COMMUNICATION INTERNSHIP COMM 450

Introduction to Sequence

3 HOURS

INTRODUCTION TO BROADCASTING
AND ELECTRONIC MEDIA COMM 207

Sequence Writing

3 HOURS

WRITING FOR BROADCASTING
AND ELECTRONIC MEDIA COMM 217

Sequence Production

3 HOURS

RADIO PRODUCTION **OR** COMM 227
STUDIO TELEVISION PRODUCTION **OR** COMM 327

Communication Electives

6 HOURS

SIX HOURS OF COMMUNICATION STUDIES COURSES AT THE 200-LEVEL OR HIGHER,
WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Journalism Concentration (20% of students pursue this concentration)

Core

21 HOURS

INTRODUCTION TO MASS COMMUNICATION **OR** COMM 150
INTRODUCTION TO COMMUNICATION THEORY COMM 280
PRESENTATIONAL SPEAKING COMM 160
WRITING FOR THE MASS MEDIA COMM 170
RESEARCH METHODS COMM 310 **OR** 380
COMMUNICATION ETHICS COMM 370
ORGANIZATIONAL COMMUNICATION COMM 390
CAPSTONE SEMINAR **OR** COMM 470
COMMUNICATION INTERNSHIP COMM 450

Introduction to Sequence

3 HOURS

INTRODUCTION TO JOURNALISM COMM 212

Sequence Writing

3 HOURS

REPORTING COMM 222

Sequence Production

3 HOURS

FEATURES **OR** COMM 242

COPY EDITING **OR**
ADVANCED JOURNALISM

COMM 272
COMM 312

Communication Electives

6 HOURS

SIX HOURS OF COMMUNICATION STUDIES COURSES AT THE 200-LEVEL OR HIGHER,
WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Public Relations Concentration (27% of students pursue this concentration)

Core

21 HOURS

INTRODUCTION TO MASS COMMUNICATION OR	COMM 150
INTRODUCTION TO COMMUNICATION THEORY	COMM 280
PRESENTATIONAL SPEAKING	COMM 160
WRITING FOR THE MASS MEDIA	COMM 170
RESEARCH METHODS	COMM 310 OR 380
COMMUNICATION ETHICS	COMM 370
ORGANIZATIONAL COMMUNICATION	COMM 390
CAPSTONE SEMINAR OR	COMM 470
COMMUNICATION INTERNSHIP	COMM 450

Introduction to Sequence

3 HOURS

INTRODUCTION TO PUBLIC RELATIONS	COMM 211
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Sequence Writing

3 HOURS

PUBLIC RELATIONS WRITING	COMM 251
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Sequence Production

3 HOURS

RADIO PRODUCTION OR	COMM 227
STUDIO TELEVISION PRODUCTION OR	COMM 327
PUBLICATION DESIGN	COMM 381

Communication Electives

6 HOURS

SIX HOURS OF COMMUNICATION STUDIES COURSES AT THE 200-LEVEL OR HIGHER,
WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.

Generalist Concentration (31% of students pursue this concentration)

Core

21 HOURS

INTRODUCTION TO MASS COMMUNICATION OR	COMM 150
INTRODUCTION TO COMMUNICATION THEORY	COMM 280

PRESENTATIONAL SPEAKING	COMM 160
WRITING FOR THE MASS MEDIA	COMM 170
RESEARCH METHODS	COMM 310 OR 380
COMMUNICATION ETHICS	COMM 370
ORGANIZATIONAL COMMUNICATION	COMM 390
CAPSTONE SEMINAR OR	COMM 470
COMMUNICATION INTERNSHIP	COMM 450

Introduction to Sequence

3 HOURS

INTRODUCTION TO BROADCASTING AND ELECTRONIC MEDIA OR	COMM 207
INTRODUCTION TO PUBLIC RELATIONS OR	COMM 211
INTRODUCTION TO JOURNALISM OR	COMM 212
INTRODUCTION TO ADVERTISING	COMM 213

Sequence Writing

3 HOURS

WRITING FOR BROADCASTING AND ELECTRONIC MEDIA OR	COMM 217
REPORTING OR	COMM 222
ADVERTISING COPY WRITING OR	COMM 223
PUBLIC RELATIONS WRITING	COMM 251

Sequence Production

3 HOURS

RADIO PRODUCTION OR	COMM 227
FEATURES OR	COMM 242
COPY EDITING OR	COMM 272
ADVANCED JOURNALISM OR	COMM 312
STUDIO TELEVISION PRODUCTION OR	COMM 327
PUBLICATION DESIGN	COMM 381

Communication Electives

6 HOURS

SIX HOURS OF COMMUNICATION STUDIES COURSES AT THE 200-LEVEL OR HIGHER,
WITH AT LEAST THREE HOURS AT THE 300-LEVEL OR HIGHER.