

# Communication Concentration

University Proficiencies					
	Cr	R		Cr	R
Writing Proficiency Needed	X		ENGL 111 Composition (if needed)	3	
ENGL 102 Basic English Skills (if needed)	2		EXER 101 Lifetime Health Awareness	1	
Core Curriculum Requirements					
COMM 100 University Seminar	1		BIBL 111 Essential Christianity	3	
COMM/ENGL 205 Effective Communication or equivalent	3		BIBL 115 Old Testament Literature	3	
MATH 210 Statistics (or equivalent)	3		BIBL 116 New Testament Literature	3	
Science without lab _____	3		BIBL 360-370 Bible book study course	3	
Science with Lab _____	4		THEO 320 Pentecost	3	
Christian Stewardship: FIN 138 Personal Finance	3		ICST 454 Global Culture & Compassion & Lab	3	
Healthy Relationships: PSYC 138 Healthy Relationships (preferred); PSYC 112 Intro to Psychology	3		Reading & Imagination: Literature options	3	
Historical Inquiry: GOVT 170 Am Govt; HIST 111/112 Am Hist; HIST 115/116 Wrld Civ; SSCI 220 Order	3		Artistic Expression: COMF 220, COMM 345, or COPH 215	3	
Behavioral/Social Science Option: Any social/behavioral science course from approved list	3		Humanities Options: COMM 211 or COMM 113	3	
Communication Concentration Requirements					
COEM 175 Introduction to Electronic Media	B	3	Communication Elective* _____		3
COMM 214 Media Writing	B	3	COMR 318 Pub. Rel. & Advertising Workshop	B	1
COMR 231 Strategic Communication	S	3	Communication Workshop _____	B	1
COMR 333 Advertising: Principles & Practice	F	3	Communication Workshop _____	B	1
COMR 352 Public Relations: Principles & Practices	F	3	COMM 470 Capstone in Communication	S	1
Communication Elective* _____		3	COMM 496 Senior Seminar or equivalent	F	1
Communication Elective* _____		3			
<b>TOTAL HOURS FOR COMMUNICATION CONCENTRATION</b>				<b>29</b>	
<b>Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs</b>				<b>Total Hours required for graduation</b>	
				<b>124</b>	
<b>Bachelor of Arts or Science credits needed: BA/BS course _____ BA/BS course _____</b>				<b>6-8</b>	
<b>The Communication concentration must be combined with two minors, a concentration, or major for graduation.</b>					

Communication courses marked with an \* must be selected from the following courses:

- COMR 372 Social Media Strategies and Techniques
- COMR 361 Integrated Marketing Communication & Production
- COEM 232 Video Production with Lab
- COMD 265 Digital Design & Analysis
- COMD 305 Media Graphics with Photoshop & Illustrator
- COMM 233 Persuasion & Debate
- COMM 246 Interpersonal and Communication Theory
- COMM 314 Storytelling & Editing
- COMM 345 Desktop Publishing

## **IMPORTANT NOTES**

### ***Information on Communication Concentrations:***

1. Requirements that include elective course choices should be worked out with your adviser.
- 2. No lecture course may be used twice within the Communication area (comprehensive majors).**
3. A general education course may count for both general education and the concentration, if required.
4. Concentration students may be required to take COMM 496 Senior Seminar if no major is included in their program of study. This especially is true for those earning a concentration and two minors, or two concentrations for their degree.

### ***English and Other Proficiencies:***

1. Students with ACT English less than 26 or SAT Writing less than 590 must gain proficiency before taking COMM 205 Effective Communication. Requirements :
  - a. ACT English  $\leq 15$ , SAT Writing  $\leq 22$ , CLT Writing  $\leq 18$ , ACCUPLACER  $\leq 236$  = ENGL 100
  - b. ACT English 16-19, SAT Writing 23-27, CLT Writing 19-23, ACCUPLACER 237-249 = ENGL 102 w/LAB (grade of C- or higher goes to ENGL 111)
  - c. ACT English 20-23, SAT Writing 28-30, CLT Writing 24-29, ACCUPLACER 250-262 = ENGL 111 (Passing grade is English Proficient)
  - d. ACT English 24-25, SAT Writing 31-32, CLT Writing 30-31 = May step up to COMM 205 or take ENGL 111
  - e. ACT English  $\geq 26$ , SAT Writing  $\geq 33$ , CLT Writing  $\geq 32$ , ACCUPLACER  $\geq 263$  = COMM 205
2. To meet graduation requirement, students must meet the lifetime health, writing and math proficiencies. Please see your advisor for more information.