

COMMUNICATIONS MAJOR B.S. + Digital and IMC Concentrations

Fall Semester

FRESHMAN

Course #	Description	Cr.
CORE 103	Fall CES	0
WRIT 102	Research Writing	
OR		3
LIT 104	Intro. to Literature	
COMM 105	Media Lit. and Society	3
HIST 100/200	History	3
FTAE 105	Franciscan Goals for Today	3
CORE 113	Freshman Seminar	3
		15

SOPHOMORE

COMM 205	Print and Web Editing	3
MKTG 101	Marketing	3
SCI, biol, chem, phys, engr, cpssc		3
PHIL/RLST	300+Elective	3
COMM 210	Public Relations	3
COMM 220	Digital Image Editing	3
		18

JUNIOR

PSYC 101, SOC elective, PLSC 102 or 103		3
COMM 398/99	Internship	3
EXAM 301	Writ. Competency Exam	0
COMM 301	Audio & Video Production	3
MATH/STAT/CPSC/ENGR or other sci		3
COMM 330	Social Media Strategies	3
MKTG 320, 321, 325 or 404		3
		18

SENIOR

Free Elective		3
MKTG 320, 321, 325 or 404		3
COMM 308	Desktop Publishing	3
Free Elective		3
Free elective		3
		15

Spring Semester

Course #	Description	Cr.
CORE 104	Spring CES	0
LIT 104	Intro. to Literature	
OR		3
WRIT 102	Research Writing	
COMM 103	Speech Fundamentals	3
ECON 101	Macroeconomics	3
FOR LANG	Elementary II	3
COMM 201	Writing for Media	3
		15

COMM 230	Group Comm or	3
COMM 240	CSR	
COMM 208	Writ. & Comm. In Bus.	3
MATH 101, 105 or higher		3
PHIL 205	Reason & Responsibility	3
PSYC 101, SOC elective, PLSC 102 or 103		3
		15

COMM 305	Advanced A/V Prod	3
Diversity Req. met in major/ Free Elective		3
MKTG 320, 321, 325, 404		3
COMM 340	Graphic Design	3
FNAR	Fine Arts course	3
Free Elective		3
		18

Comm 115	Photojournalism	3
COMM 310	Advertising	3
MKTG 320, 321, 325 or 404		3
COMM 435	Multi-platform Storytelling	3
Free Elective		2
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