

COMMUNICATIONS MAJOR B.S. + IMC Concentration

Fall Semester			Spring Semester		
<u>FRESHMAN</u>					
<i>Course #</i>	<i>Description</i>	<i>Cr.</i>	<i>Course #</i>	<i>Description</i>	<i>Cr.</i>
CORE 103	Fall CES	0	CORE 104	Spring CES	0
WRIT 102	Research Writing		LIT 104	Intro. to Literature	
<u>OR</u>		3	<u>OR</u>		3
LIT 104	Intro. to Literature		WRIT 102	Research Writing	
COMM 105	Media Lit. and Society	3	COMM 103	Public Speaking	3
HIST 100/200	History	3	ECON 101	Principles of Econ	3
RLST 105	Franciscan Goals for Today	3	LANG	112 or higher	3
CORE 113	Freshman Seminar	3	COMM 201	Writing for Media	3
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 <u>SOPHOMORE</u>					
COMM 205	Print and Web Editing	3	COMM 230	Group Comm or	3
MKTG 101	Marketing	3	COMM 240	CSR	
SCI	BIOL, CHEM, PHYS, ENGR, CPSC	3	COMM 208	Writ. & Comm. In Bus.	3
PHIL/RLST	300+Elective	3	MATH	101 or higher	3
COMM 210	Public Relations	3	PHIL 205	Reason & Responsibility	3
COMM 301	Audio & Video Production	3	3 from Comm 220, 305 308, 340		3
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 <u>JUNIOR</u>					
PSYC 101, SOC elective, PLSC 102 or 103		3	3 from Comm 220, 305 308, 340		3
COMM 398/99	Internship	3	PSYC 101, SOC elective, PLSC 102 or 103		3
EXAM 301	Writ. Competency Exam	0	MKTG 320, 321, 325, 404		3
MKTG 320, 321, 325 or 404		3	FNAR	Fine Arts course	3
MATH/STAT/CPSC/ENGR or other sci		3	Free Elective		3
3 from Comm 220, 305 308, 340		3	Diversity Req. met in major/ Free Elective		3
Free Elective		3			
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 <u>SENIOR</u>					
COMM 330	Social Media Strategies	3	COMM Elective		3
MKTG 320, 321, 325 or 404		3	COMM 435	Multi-Platform Storytelling	3
COMM 310	Advertising	3	MKTG 320, 321, 325 or 404		3
Free Elective		3	Free Elective		3
Free elective		3	Free Elective		2
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