

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	Writ. for a Discipline	3	LIT 104	Intro. to Lit.	3
	<u>OR</u>			<u>OR</u>	
LIT 104	Intro. to Lit.	3	WRIT 102	Writ. for a Discipline	3
COMM 105	Media Lit and Soc	3	COMM 103	Speech	3
HIST 100/200	History	3	ECON 101	Macroeconomics	3
RLST 105	Franciscan Goals for Today	3	FOR LANG	Elementary II	3
CORE 113	Freshman Seminar	3	COMM 201	Writing for Media	3
		15			15
<u>SOPHOMORE</u>					
COMM 205	Print and Web Editing	3	COMM 230/240	Group COMM or CSR	3
MKTG 101	Marketing	3	COMM 208	Writ. & Comm. In Bus.	3
SCI/BIO/LENGR/CPSC	300+ elective	3	PHIL 205	Reason & Responsibility	3
PHIL/RLST	300+ elective	3	MATH 101, 105 or higher		3
COMM 210	Public Relations	3	PSYC 101, SOC elective, PLSC 102 or 103		3
COMM308/320	Desktop or Web	3			
		18			18
<u>JUNIOR</u>					
PSYC 101, SOC elective, PLSC 102 or 103		3	COMM 301	Audio & Video Production	3
COMM 398/99	Internship	3	Diversity Req met in major/Free Elective		3
EXAM 301	Writ. Competency Exam	0	MKTG 320, 321, 325, 404		3
COMM Elective		3	COMM 330	Social Media Strategies	3
MATH/STAT/CPSC/ENGR or other Sci		3	FNAR	Fine Arts Course	3
Free Elective		3	Free elective		3
MKTG 320, 321, 325 or 404		3			
		18			18
<u>SENIOR</u>					
COMM 220	Digital Image Editing	3	Free Elective		3
MKTG 320, 321, 325 or 404		3	COMM 310	Advertising	3
COMM 435	Multi-Platform Storytelling	3	MKTG 320, 321, 325 or 404		3
Free Elective		3	COMM 402	Comm Theory & Rsch	3
Free elective		3	Free Elective		2
		15			14