Communication Majors

Name: _____Box: _____

- Student needs at least **39 hours**
- Communication core and one of the major concentrations
- Majors may not minor in the same area as the concentration

Communication Core: 27 hours

COM 220	Foundations of Mass Communication	
COM 250	Reporting and Writing	
COM 270	Visual Rhetoric	
COM 303	Editing	
COM 305	Multimedia Production	
COM 312	Contemporary Persuasion	
COM 415 WI	Theories of Communication	
COM 416 WI	Media Law	
COM 450	Senior Seminar in Ethics	

Communication Concentrations: Majors select one concentration. To complete a concentration, students must complete at least **9 hours** from the indicated courses.

Journalism

COM 323	Advanced Reporting	
COM 329	Digital Storytelling	
COM 331	Economics of News	
COM 353	Visual Journalism	
COM 429 J	Seminar	

Public Relations

COM 375	Principles of PR	
COM 380	PR Writing	
COM 385	PR Cases and Campaigns	
COM 390	PR Administration	
COM 417	Methods of Audience Analysis	
COM 429 P	Seminar	

Sports Communication

COM 205 *	Sports Communication (*required course)	
COM 311	Sports Journalism	
KIN 404	Sports Administration	
KIN 430	Sports in Contemporary Society	
MKT 424**	Marketing Communications (**PR: MKT 301)	
MKT 426**	Experiential Marketing (**PR: MKT 301)	

Visual Communication

COM 302	Visual Media Criticism	
COM 307	Commercial Photography and Production	
COM 320	Programming and Distribution	
COM 326	Scriptwriting and Copywriting	
COM 405	Applied Graphic Design	
COM 425	Narrative Video Production	
COM 429 V	Seminar	

Elective: Must complete 3 additional hours of COM electives
(May be selected from communication courses or one of the following:
EDU 260, MGT 340, ENG 300, MKT 427, ART 350, ART 351, or FLM 210.
COM 205 and COM 311 are also suitable electives.
Majors are strongly encouraged to use COM 496 to satisfy this requirement.)