

Degree Path: B.A. in Communication Studies

College of Music & Communication Arts

Freshman Year

Fall Semester 15 hours
GES 1122 Strategies for Student Success ∞
ENG 1113 Composition and Rhetoric I ∞
PED 1101-2291 (Activity Course option 1) ∞
MTH 1113/1123 (Math option) ∞
REL 1133 Authentic Christianity ∞
XXX XXXX (General Elective Course option 1)

Spring Semester 14 hours
ENG 1123 Composition and Rhetoric II ∞
(prereq: ENG 1113)
COM 1143 Fundamentals of Speech ∞
PED 2232 Wellness and Lifestyle ∞
REL 1173 Introduction to Biblical Literature ∞
XXX XXXX (General Elective Course option 2)

Sophomore Year

Fall Semester 15 hours
ENG 2273/2233 (English option) ∞/◇
(ENG 2243, if preferred, is spring only)
(prereq: ENG 1123)
COM 2213 Mass Communication in Society ◇
BIB 1223 The Church in Ministry & Mission ∞
XXX XXXX (General Elective Course option 3)
XXX XXXX (General Elective Course option 4)

Spring Semester 16 hours
HUM 1133 Introduction to Fine Arts ◇
BIO 1113/PHY 1113 (Science option) ∞
PED 1101-2291 (Activity Course option 2) ∞
HIS 1113 American History I ∞
BIB 2213 Bible Study ∞
COM/DRA/MED 3XX3/4XX3 (Major Elective 1)

Junior Year

Fall Semester 15 hours
COM 3193 Church Media & Messaging ◇
PSY 1153 Introduction to Psychology ∞
GOV 2213 National and State Government ∞
THE 2113 Intro to Theology and Apologetics ∞
COM/DRA/MED 3XX3/4XX3 (Major Elective 2)

Spring Semester 15 hours
COM 3513 Rhetorical Studies in Film I *
COM 2233 Screenwriting ◇
(COM 2313, if preferred is fall only)
COM 2153 Podcasting ◇
MED 4133 Brand Campaign Development ◇
THE 2333 Pentecostal Doctrine and History ∞

Junior-Senior Summer 3 hours
COM 4483 Communication Internship

Senior Year

Fall Semester 15 hours
COM 4113 Communication Theory ◇
MED 3183 Media Ethics & Entertainment Law ◇
XXX XXXX (General Elective Course option 5)
COM/DRA/MED 3XX3/4XX3 (Major Elective 3)
COM/DRA/MED 3XX3/4XX3 (Major Elective 4)

Spring Semester 12 hours
COM 3523 Rhetorical Studies in Film II **
COM/DRA/MED 3XX3/4XX3 (Major Elective 5)
COM/DRA/MED 3XX3/4XX3 (Major Elective 6)
XXX XXXX (General Elective Course option 6)

Please Note:

- This plan is one example of how to complete the degree in 4 years. It assumes no transfer credit and no developmental coursework. It will work for some, but not for all.
- You can meet with your scheduler, program coordinator, or department chair to plan around your circumstances and develop your personal degree path. Degree requirements and offerings are subject to change, so consult advisors for on-going updates.
- Course Offering Codes:
 - ∞ every fall and spring semester
 - * only that semester in odd years
 - *** to be taken *only* in specified semester
 - ◇ every year only fall/spring/summer (as listed)
 - ** only that semester in even years
 - ∞/◇ offering differs in order listed

Degree Path: B.A. in Communication Arts

College of Music and Communication Arts

OVERVIEW

The Communication Studies degree equips students to communicate effectively across a variety of media and professional contexts while likewise evaluating the messages of others. Through the study of communication theory, storytelling, film, branding, media ethics, and strategic messaging, students explore mediated, rhetorical, and dramatic communication traditions and gain a deeper understanding of how communication shapes culture, organizations, and public life. Flexible elective options allow students to pursue specialized interests and career goals

CAREER OPPORTUNITIES

Students who graduate with this major often find work as journalists, copywriters, editors, web producers, communication specialists, brand strategists, content creators, videographers, social media coordinators, public relations managers, marketing managers, digital strategists, production crew members, radio or TV broadcasters, and production designers.

PROGRAM HIGHLIGHTS

- Study communication from both theoretical and practical perspectives through courses such as Mass Communication in Society and Communication Theory, exploring how messages shape culture, institutions, and public understanding.
- Develop storytelling skills across multiple media formats through coursework in screenwriting or playwriting, podcasting, and rhetorical analysis of film.
- Examine the persuasive, cultural, and storytelling dimensions of media through courses that explore film, entertainment, and mass communication.
- Learn strategic communication and audience engagement through courses in brand campaign development, media messaging, and communication planning.
- Gain hands-on professional experience through internships and a wide selection of upper-level communication, media, journalism, and drama electives tailored to your interests and career goals.
- Explore faith-based communication with coursework in church media and messaging, examining how media supports mission and community impact.
- Customize your degree with 30 hours of electives, allowing you to tailor the program toward digital media, ministry, marketing, filmmaking, or graduate study.

PROGRAM REQUIREMENTS

GENERAL EDUCATION STUDIES 54 Hours

General Education: 14 hours

- COM 1143 Fundamentals of Speech Communication
- ENG 1113 Composition and Rhetoric I
- ENG 1123 Composition and Rhetoric II
- 3 hours from the following:
 - ENG 2233 American Lit through the Civil War **OR**
 - ENG 2243 American Lit after the Civil War **OR**
 - ENG 2273 Introduction to Literature

GES 1122 Strategies for Student Success

Social/Behavioral Sciences: 9 hours

- GOV 2213 National and State Government
- HIS 1113 American History I
- PSY 1153 Introduction to Psychology

Natural Science/Mathematics: 6 hours

- 3 hours from the following:
 - BIO 1113 Biological Sciences **OR**
 - PHY 1113 Physical Science
- 3 hours from the following:
 - MTH 1113 College Mathematics **OR**
 - MTH 1123 College Algebra

Humanities/Fine Arts: 3 hours

- HUM 1133 Introduction to Fine Arts

Physical Education: 4 hours

- PED 2232 Wellness and Lifestyle
- 2 hours from Activity Courses without duplication
PED 1101-2291

GENERAL BIBLE STUDIES: 18 hours

- BIB 1223 The Church in Ministry and Mission
- BIB 2213 Bible Study
- REL 1133 Authentic Christianity
- REL 1173 Introduction to Biblical Literature
- THE 2113 Introduction to Theology and Apologetics
- THE 2333 Pentecostal Doctrine and History

MAJOR STUDIES 48 Hours

- COM 2213 Mass Communication in Society
- COM 2153 Podcasting
- COM 3193 Church Media and Messaging
- COM 3513 Rhetorical Studies in Film I
- COM 3523 Rhetorical Studies in Film II
- MED 4133 Brand Campaign Development
- COM 4113 Communication Theory
- MED 3183 Media Ethics and Entertainment Law
- 3 hours from the following:
 - COM 2233 Screenwriting **OR**
 - DRA 2323 Playwriting
- 3 hours from the following:
 - COM 4483 Communication Internship **OR**
 - COM 4933 DMA Project Assessment
- 18 hours from the following:
3000-4000 level COM/MED/DRA courses of student's choice

MINOR STUDIES/GENERAL ELECTIVES 18 Hours

- 18 hours of student's choice

TOTAL PROGRAM REQUIREMENTS 120 Hours