

THE DEGREE OF BACHELOR OF ARTS WITH A COMPREHENSIVE MAJOR IN COMMUNICATION ARTS

A student must complete the Core requirements and one of the Options listed in addition to the Essential Studies requirements. Students pursuing this comprehensive major are strongly recommended to enroll in MATH 232 APPLIED STATISTICS, to fulfill the Essential Studies requirement in Mathematics (Outcome #6).

Core Requirements

Code	Title	Credits
Essential Studies (http://catalog.csc.edu/undergraduate/essential-studies-program)		
Core Requirements		
CA 133	MEDIA WRITING	3
CA 155	PRESENTATIONAL SPEAKING	3
CA 234	PHOTOJOURNALISM	3
CA 238	INTRO TO MASS MEDIA	3
CA 260	INTRO TO COMMUNICATION THEORY	3
CA 334	THEORIES/PRACTICE OF PERSUASION	3
CA 346	INTERCULTURAL COMMUNICATION	3
or CA 442	GLOBALIZATION, CULTURE AND MEDIA	
CA 351	ORGANIZATIONAL COMMUNICATION	3
CA 390	INTERNSHIP IN COMMUNICATION	3
or CA 391	INTERNSHIP IN JOURNALISM	
CA 430	COMMUNICATION RESEARCH METHODS	3
Select one of the following options:		24-27
Interpersonal Communication (p. 1)		
Journalism (p. 1)		
Public Relations (p. 1)		
Total Credits		54-57

Interpersonal Communication Option

Code	Title	Credits
Core Requirements		30
CA 130	INTERPERSONAL COMMUNICATION	3
CA 225	COMMUNICATING IN GROUPS AND TEAMS	3
CA 240	NONVERBAL COMMUNICATION	3
CA 330	CONFLICT RESOLUTION AND MEDIATION	3
CA 353	HEALTH COMMUNICATION	3
CA 420	RELATIONAL AND FAMILY COMMUNICATION	3
CA 440	GENDERED COMMUNICATION	3
CA 450	COMMUNICATION CAMPAIGNS	3
Total Credits		54

Journalism Option

Code	Title	Credits
Core Requirements		30
CA 231	INTRO TO DIGITAL PUBLISHING	3
CA 333	NEWS JOURNALISM	3
CA 335	MEDIA ADVERTISING	3
CA 425	RISK AND CRISIS COMMUNICATION	3
CA 431A	MEDIA PROJECTS	6
CA 434	EDITING AND DESIGN	3
CA 443	MEDIA LAW	3
Total Credits		54

Public Relations Option

Code	Title	Credits
Core Requirements		30
CA 231	INTRO TO DIGITAL PUBLISHING	3
CA 250	INTRODUCTION TO PUBLIC RELATIONS: PRINCIPLES, PROCESSES & PRACTICES	3
CA 333	NEWS JOURNALISM	3
CA 335	MEDIA ADVERTISING	3
CA 350	APPLIED PUBLIC RELATIONS: CONCEPTS AND PRACTICES-INTERMEDIATE STUDIES IN PR	3
CA 425	RISK AND CRISIS COMMUNICATION	3
CA 434	EDITING AND DESIGN	3
CA 443	MEDIA LAW	3
CA 450	COMMUNICATION CAMPAIGNS	3
Total Credits		57