

Concord University
Bachelor of Arts in Communication Arts
Registrar's Office Official Document

Name: _____
 120 hours minimum for graduation with a 2.00 average overall
 56 hours from a four-year institution

2019-2020 Catalog

Course	Title	CR	GR	QP
Written and Oral Communications (9 credit hours) Select one course from BGEN 205 or COMM 101				
ENGL 101	Composition & Rhetoric I	3		
ENGL 102	Composition & Rhetoric II	3		
		3		
Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours.				
	ENGL 203, 204, *224 or *225	3		
	HIST 101, 102, 203, 204, PHIL 101, 308, 316, or 361	3		
Fine Arts- (3 credit hours) Select one (1) course from the following:				
	ART 101, 103, 105, 106, 204, 205, 216, 303, 304, 308, MUS 101, *451, *453A, or THEA 102	3		
Social and Behavioral Sciences (9 credit hours) Select one (1) course from three different categories.				
	Category 1 - Business and Professional Studies BGEN 105, ECON 203, ECON 204, FIN 200, RTM 100 or SOWK 161	3		
	Category 2 - Geography GEOG 101, 255 or 321	3		
	Category 3 - Political Science POSC 101, 104, or 202	3		
	Category 4 - Psychology PSY 101 or 200			
	Category 5 - Sociology SOC 101, 201, or 301			
Natural Sciences (7-8 credit hours) Select one (1) course from two different categories.				
	Category 1-Biological Science BIOL 101, 102, 121, or 122	4		
	Category 2-Earth & Space Science GEOL 101, GEOL 150, GEOG 200, PHSC 104, or PHYS 105	3-4		
	Category 3-Physical Science CHEM 100, CHEM 101/111, PHSC 103, PHYS 101, or PHYS 201			
Mathematics (3 credit hours) Select one (1) Mathematics course numbered 100 or higher.				
		3		
Physical Wellness (2 credit hours) Select one or more courses listed below for a total of at least two hours.				
	H ED 120, 304, P ED 101M, 117, 118, or RTM 220	2-3		
Modern/Classical Language – (Optional 6 credit hours) Select two courses within the same Modern/Classical Language for substitution purposes.				
	May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement.			

RESIDENCE CREDIT:

36 hours at Concord; 16 of last 32 hours at Concord
 Note: In some degree programs, this is prior to entering professional training.
 9 hours in Major, Teaching Fields

Communication Arts Core Requirements				
Foundations Courses				
COMM 201	Advanced Public Speaking	3		
COMM 204	Interpersonal Communication	3		
MCOM 211	Basic Media Writing/Editing	3		
Theory Courses				
	Four courses from the following: COMM 269, Organizational Comm. COMM 301, Persuasion COMM 349, Public Relations Writing & Campaigns MCOM 142, Intro. to Mass Comm. THEA 316, Acting I	3		
	Broadcasting must take MCOM 142.	3		
		3		
Capstone Experience				
COMM 450	Internship	3		

Students must select ONE of the concentrations on the following page

Note: If double majoring in Communication and another field, the student has the option to substitute COMM 450 for another 3 hour course in the Communication Program in consultation with the Communication Faculty.

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Broadcasting Emphasis (2.50 GPA required)				
COMM 359	Communication Law	3		
MCOM 140	Basic Studio Production	3		
MCOM 141	Basic Field Production	3		
MCOM 238	Radio Production	3		
MCOM 311	Intermediate Media Writing/Editing	3		
MCOM 321	Media Criticism	3		
MCOM 441	Advanced Media Writing/Editing	3		
	<u>*Four (4) credit hours from the following:</u> COMM 260 Prac: Public Relations Workshop MCOM 260 Prac: Concordian MCOM 260 Prac: WVCU Radio MCOM 260 Prac: Mt. Lion Television	1 1 1 1		
	<u>One (1) course from the following:</u> COMM 304, Intercultural Comm. COMM 315, Integrated Strategic Communication COMM 420, Special Topics MCOM 239, Television Commercial Production MCOM 318, Electronic News Gathering MCOM 420, Special Topics THEA 311, Voice and Interpretation	3		

*It is recommended that students have MCOM 140 and 141 prior to MCOM 260; COMM 349 prior to COMM 260; and MCOM 211 prior to MCOM 260.

Public Relations Emphasis (2.50 GPA required)				
ART 106	Basic Computer Graphics	3		
ART 222	Basic Production Techniques	3		
COMM 359	Communication Law	3		
COMM 435	Public Relations Cases	3		
	<u>*Four (4) credit hours from the following:</u> COMM 260 Prac: Public Relations Workshop MCOM 260 Prac: Concordian MCOM 260 Prac: WVCU Radio MCOM 260 Prac: Mt. Lion Television	1 1 1 1		
	<u>Three (3) courses from the following:</u> ART 216, Photography I COMM 209, Argumentation and Debate COMM 304, Intercultural Comm. COMM 315, Integrated Strategic Comm. COMM 411, Rhetorical Theory COMM 420, Special Topics COMM 422, Rhetorical Criticism COMM 470, Comm. Research MKT 305, Principles of Marketing MKT 316, Advert. & Sales Promo. THEA 311, Voice & Interpretation THEA 317, Acting Or <u>Any/all remaining Communication Arts Core Theory courses</u>	3 3		

*It is recommended that students have MCOM 140 and 141 prior to MCOM 260; COMM 349 prior to COMM 260; and MCOM 211 prior to MCOM 260.

Journalism Emphasis (2.50 GPA required)				
COMM 359	Communication Law	3		
MCOM 311	Intermediate Media Writing/Editing	3		
MCOM 333	Copy Editing and Design	3		
MCOM 411	Advanced Media Writing/Editing	3		
MCOM 420	Special Topics	3		
	<u>*Four (4) credit hours from the following:</u> COMM 260 Prac: Public Relations Workshop MCOM 260 Prac: Concordian MCOM 260 Prac: WVCU Radio MCOM 260 Prac: Mt. Lion Television	1 1 1 1		
	<u>Three (3) courses from the following:</u> ART 216A, Photography I COMM 304, Intercultural Comm. COMM 315, Int. Strategic Comm. COMM 411, Rhetorical Theory COMM 420, Special Topics COMM 422, Rhetorical Criticism ENGL 311, Study of the English Lang. MCOM 318, Electronic News Gather MCOM 321, Media Criticism <u>Or</u> <u>Any/all remaining Communication Arts Core Theory courses</u>	3 3		

*It is recommended that students have MCOM 140 and 141 prior to MCOM 260; COMM 349 prior to COMM 260; and MCOM 211 prior to MCOM 260.

Theatre Emphasis (2.50 GPA required)				
THEA 317	Acting II	3		
THEA 321	Stagecraft	3		
THEA 325	Modern Drama	3		
THEA 415	Fundamentals of Directing	3		
	<u>6 hours of THEA courses 300 level or higher.</u>	3 3		
	<u>Four (4) credit hours from the following:</u> COMM 260, Prac: Public Relations Workshop or THEA 260, Prac: Theatre Workshop	1 1 1 1		