

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

2021-2022 Catalog

Course	Title	CR	GR	QP
Written and Oral Communications (9 credit hours) <i>Select one course from BGEN 205 or COMM 101</i>				
ENGL 101	Composition and Rhetoric I	3		
ENGL 102	Composition and Rhetoric II	3		
COMM 101 Or BGEN 205	Fundamentals of Speech Or Fundamentals in Business Communication	3		See Major
Literature and Humanities (6 credit hours) <i>Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours.</i>				
	ENGL 203, 204, *224 or *225	3		
	HIST 101, 102, 203, 204, PHIL 101, 308, 316, or 361	3		
Fine Arts– (3 credit hours) <i>Select one (1) course from the following:</i>				
ART 106	ART 101, 103, 105, 106, 204, 205, 216, 303, 304, 308, MUS 101, *451, *453A, or THEA 102	3		See Major
Social and Behavioral Sciences (9 credit hours) <i>Select one (1) course from three different categories.</i>				
	Category 1 - Business and Professional Studies BGEN 105, ECON 203, ECON 204, FIN 200, HSP 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) <i>Select one (1) course from two different categories.</i>				
	Category 1-Biological Science BIOL 101, 102, 121, or 122	4		
	Category 2-Earth & Space Science GEOL 101, GEOL 140 and 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) <i>Select one (1) Mathematics course numbered 100 or higher.</i>				
		3		
Physical Wellness (2 credit hours) <i>Select one or more courses listed below for a total of at least two hours.</i>				
	H ED 120, 304, P ED 101M, 117, or 118	2-3		
Modern/Classical Language – (Optional 6 credit hours) <i>Select two courses within the same Modern/Classical Language for substitution purposes.</i>				
	May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement.			

Multimedia Production (2.50 GPA required) (48 credit hours)				
COMM 101	Fundamentals of Speech	3		
ART 106	Basic Computer Graphics	3		
MCOM 142	Multimedia Storytelling	3		
MCOM 143	Video Studio Production	3		
MCOM 204	Interpersonal Communication	3		
MCOM 239	Social Media Production	3		
MCOM 241	Digital Presenting	3		
MCOM 242	Multimedia Writing	3		
MCOM 301	Persuasion	3		
MCOM 306	Editing Digital Media	3		
MCOM 359	Media and Communication Law	3		
MKT 305	Principles of Marketing	3		
MCOM 237 or MCOM 238	Video Field Production or Audio Production	3		
MCOM 304 or MCOM 305	Intercultural Communication and Diversity or Communication in the Organization	3		
	<i>Select two (2) courses from any of the following:</i>	3		
	<ul style="list-style-type: none"> • ART 216 Photography • ART 222 Basic Production Techniques • ART 223 Typography • ART 361 Web Design 	3		
	<i>Select a total of three (3) credit hours in any of the following:</i>	1		
	<ul style="list-style-type: none"> • MCOM 260 Practicum: Concordian Workshop (1) • MCOM 260 Practicum: Mountain Lion Television (1) • MCOM 260 Practicum: WVCU Radio (1) 	1		
MCOM 450 or MCOM 460	Internship or Senior Practicum	3		

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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Digital Professional Communication Emphasis (2.50 GPA required) (36 credit hours)				
ART 106	Basic Computer Graphics	3		
BGEN 205	Fundamentals of Business Communication	3		
MCOM 142	Multimedia Storytelling	3		
MCOM 204	Interpersonal Communication	3		
MCOM 239	Social Media Production	3		
MCOM 241	Digital Presenting	3		
MCOM 242	Multimedia Writing	3		
MCOM 301	Persuasion	3		
MCOM 304	Intercultural Communication and Diversity	3		
MCOM 305	Communication in the Organization	3		
MKT 305	Principles of Marketing	3		
MKT 316	Advertising and Sales Promotion	3		
MKT 321	Sales	3		
MKT 406	Consumer Behavior	3		

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

TOTAL MINIMUM REQUIRED CREDITS: 120

GENERAL EDUCATION CREDITS: 39-41

ELECTIVE CREDITS: 34-48