

### General Education

**Foundations: (12 Credits)**

**Oral Communication (3 Credits)**

- COMJ 1210 Civil Discourse

**Written Communication (3 Credits)**

- ENGL 1200 College Composition I

**Quantitative Reasoning (3 Credits)**

- Any QR Math Course

**Technological Literacy (3 Credits)**

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**Discoveries: (Credits 27)**

**Art/Humanities (9 Credits)**

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**Social Sciences (9 Credits)**

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**Natural Sciences & Technology (9 Credits)**

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**Wellness & Personal Health: (3 Credits)**

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**Competencies:**

**Quantitative Applications**

- COMJ 3060 Applied Communication Research

**Applied Methodologies**

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**Intercultural Fluency**

- Choose from COMJ options as approved

**Ethical Reasoning**

- Choose from COMJ options as approved

**Information Literacy**

- Choose from COMJ options as approved

**Writing Intensive**

- Choose from COMJ options as approved

**Keystone Experience**

- Choose from COMJ 4060 Career Planning for COM or COMJ 4950 Internship or COMJ 4920 Practicum

### Program Requirements

**Required Major Courses: (27 Credits)**

- COMJ 1101 Exploring Human COM
- COMJ 1010 Public Speaking
- COMJ 1040 Media Writing
- COMJ 2060 Media Aesthetics & Technology
- COMJ 2070 Audience Analytics
- COMJ 3060 Communication Research
- COMJ 4060 Career Planning for COM
- COMJ 4920 Practicum or COMJ 4950 Internship

**Concentration Electives: (33 Credits)**

- Choose 1 COMJ Journalism Course:** COMJ 2404 Newswriting or COMJ 3405 Sport Journalism or COMJ 3414 Pub. Layout and Design or COMJ 3424 Digital Journalism or COMJ 3434 Broadcast Journalism or COMJ 4404 or COMJ 3407 Media Ethics
- Choose 5 Strategic Communication Courses:** COMJ 3806 Organizational Communication or COMJ 3816 Crisis Management or COMJ 3826 Public Relations or COMJ 3846 Promotional Events & Publicity or COMJ 3856 COM Strategies for Advertising or COMJ 3866 Personal Selling or COMJ 4803 Current Practices in Social or COMJ 4826 Advanced Topics in PR & Strat or COMJ 4846 Writing for PR & Strat Comm or COMJ 4866 Strat COM Campaigns
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- Choose 1 COMJ Media Production Course:** COMJ 3609 Video Production or COMJ 3619 Audio Production or COMJ 3639 Photojournalism or COMJ 3649 Studio Production or COMJ 3659 Postproduction or COMJ 3679 On Air Performance or COMJ 3689 Broadcast Media Management or COMJ 4609 Advanced Video or COMJ 4625 Sport Digital Audio & Video Production
- Choose 2 Organizational Leadership & Persuasion Courses:** COMJ 2201 Business & Professional COM or COMJ 2221 Argumentation & Debate or COMJ 3201 Conflict, Power & COM or COMJ 3211 Social Advocacy or COMJ 3212 Rhetoric of Pop Culture or COMJ 4221 Conflict Management or COMJ 3236 Leadership Communication or COMJ 3241 Small Group Decision Making
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- Choose 1 Inclusive Communication & Diverse Perspectives Course:** COMJ 1210 Civil Discourse or COMJ 3201 Conflict, Power & COM or COMJ 2231 Interpersonal Communication or COMJ 2251 Intercultural Communication or COMJ 3261 Nonverbal Communication or COMJ 3271 Communication & Gender or COMJ 3307 Global Mass Communication or COMJ 4997 Communication Abroad or COMJ 4211 Language & Thought or COMJ 4222 Freedom of Speech
- Choose 1 Exploring Communication Course:** COMJ 1103 Exploring Social Media or COMJ 1106 Exploring Strategic COM or COMJ 1107 Exploring Mass Media or COMJ 1108 Exploring Health COM

**Free Electives: (18 Credits)**

By advisement - all concentrations require 42 credits at 3000/4000 level

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## Suggested Four Year Course Sequence

### Year 1

#### Fall Semester

COMJ 1010 - Public Speaking  
COMJ 1101 - Exploring Human Comm  
ENGL 1200 - College Composition  
Gen Education: Social Sciences  
Wellness & Personal Health

#### Spring Semester

COMJ 1040 - Media Writing  
COMJ 1210 - Civil Discourse  
Gen Education: Arts/ Humanities  
Any Quantitative Reasoning Math Course  
Any Technological Literacy Course

### Year 3

#### Fall Semester

COMJ JRNL course  
COMJ Strat Comm course  
Gen Education: Arts/ Humanities  
Gen Education: Natural Sciences& Tech  
Free Elective

#### Spring Semester

COMJ 3060 - Communication Research  
COMJ Media Production course  
COMJ Strat Comm course  
COMJ Inclusive Communication course  
Gen EducationL Social Sciences

### Year 2

#### Fall Semester

COMJ 2060 - Media Aesthetics  
COMJ Exploring Communication course  
COMJ Organizational Leadership course  
Gen Education: Natural Sciences& Tech  
Free Elective

#### Spring Semester

COMJ 2070 - Audience Analysis  
COMJ Strat Comm course  
COMJ Organizational Leadership course  
Gen EducationL Social Sciences  
Gen Education: Arts/ Humanities

### Year 4

#### Fall Semester

COMJ4060 Career Planning  
COMJ Strat Comm course  
COMJ 4920 Practicum  
Free Elective  
Gen Education: Natural Sciences& Tech

#### Spring Semester

COMJ 4950 Internship  
COMJ Strat Comm course  
Free Elective  
Free Elective  
Free Elective

