# COMMUNICATION AND MEDIA STUDIES (BA)

#### **Arts and Technologies**

The BA in Communication and Media Studies is an interdisciplinary degree that allows students to investigate communication processes and effects from a variety of perspectives. Students receive a broad-based liberal arts education through a series of courses that offers significant opportunities for selecting classes to meet individual interests and needs.

The BA degree provides students with a solid understanding of communication technology, theory, and research methods as part of a common 20 credit core. In addition, students complete a four credit production requirement and a 16 credit option in either Media Studies or Professional Communication. A minimum of 20 credits in the major must be completed at the 3000/4000 level.

**Credits** 

#### **Degree Requirements**

Title

Course

Major Requiremen	nts	
CM 2000	Studies in Communication and Media (TECO)	4
CM 2006	Intercultural Communication	4
CM 3645	Communication Theory (WRCO)	4
CM 4655	Communication Research Methods (QRCO)	4
CM 4905	Senior Seminar	4
Production Requi	rement	4
Courses from this Option list.	category cannot double count for courses in the	
Complete one	course from the following:	
CM 2750	Introduction to Film and Video Production	
CM 2995	Professional Social Media	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation	
CM 3400	Interactive Web Communication	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3926	Topics in Media Production	
GD 2000	Game Design Principles	
General Education education/)	n (https://coursecatalog.plymouth.edu/general-	
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA (https:// coursecatalog.ply general- education/ #MATH)	Mathematics Foundations mouth.edu/	3-4
CTDI (https:// coursecatalog.ply general- education/#CTDI)		3-4

PPDI (https:// coursecatalog.plyr general- education/ #PPDI)	Past and Present Direction nouth.edu/	3-4
SIDI (https:// coursecatalog.plyi general- education/#SIDI)	Scientific Inquiry Direction	3-4
SSDI (https:// coursecatalog.plyrigeneral- education/ #SSDI)	Self and Society Direction nouth.edu/	3-4
	from CTDI, PPDI, SIDI, SSDI) (https://nouth.edu/general-education/) 1	4-8
DICO (https:// coursecatalog.plyr general- education/ #DICO)	Diversity Connection nouth.edu/	3-4
INCP (https:// coursecatalog.plyi general- education/ #INCP)	Integrated Capstone	3-4
WECO (https:// coursecatalog.plyrigeneral- education/ #WECO)	Wellness Connection nouth.edu/	3-4
GACO (https:// coursecatalog.plyi general- education/ #GACO)	Foreign Language <sup>2</sup>	6-8
Electives		22-34
<b>Option Requiremen</b>	nts	
Media Studies	the following required options:	20
Professional Co	mmunication	
Total Credits		120

- Directions should total 20 credits (unless the major has a waiver for a specific Direction).
- The foreign language requirement for all BA degrees calls for 0-8 credits: one year of one language (6-8 credits); or one 3000/4000 level world language course (3 credits); or being a native speaker of a language other than English (zero credit). American Sign Language I and II fulfill this requirement; however, American Sign Language does not satisfy the Global Awareness Connection.

# Media Studies Option of BA Communication and Media Studies

The Option in Media Studies enables students to explore media history, theory, criticism, and production in relation to a variety of media forms, including film, television, and emerging technologies. Students learn to

Title

effectively analyze, create, and understand the effects of media offerings of all kinds. They are also introduced, through regular course topics and screenings, to a wide range of noteworthy media offerings that have been created and disseminated in various historical eras, including both early and contemporary films, television programs, print and online artifacts, and video games. This course of study is recommended for students who plan careers or graduate study in the fields of advertising, broadcast journalism, film, marketing, media studies, media writing, online communication, print journalism, public relations, television, and related areas.

Cradita

Course	Title	Credits
Media Studies O	ption	
CM 2775	Media and Cultural Studies (TECO)	4
Complete two co	urses from the following:	8
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3006	Analyzing Screen Media (DICO)	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 2945	Social Media: Technology and Culture	
to be CM courses	redits from the following courses; four credits nees; four credits must be 3000/4000 level; courses in equirement cannot be double-counted in this list:	
CM 2007	Strategic Communication	
CM 2405	Public Speaking	
CM 2915	Communication and Leadership	
CM 2945	Social Media: Technology and Culture	
CM 2995	Professional Social Media	
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3006	Analyzing Screen Media (DICO)	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation	
CM 3400	Interactive Web Communication	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 3515	Communication, Media, and Wellness (WECO)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3915	Topics in Media Studies	
CM 3926	Topics in Media Production	
CM 3960	Internship	
CM 4915	Independent Study	
EN 2360	Introduction to Film	
EN 3125	Advanced Composition	
EN 3135	Non-Fiction Workshop	
EN 3305	The Craft of Screenwriting: Reading and Writing Screenplays	
EN 3325	Literature into Film	
EN 3595	The Filmmaker's Vision: An Introduction to Film Analysis	
EN 3685	Scriptwriting	
<b>Total Credits</b>		20

## Professional Communication Option of BA Communication and Media Studies

The Option in Professional Communication enables students to explore various approaches to persuasive communication. Students learn to identify and apply theories and techniques that enable effective communication to occur in a variety of professional settings. They complete a series of required courses offered through the Departments of Business and Communication and Media Studies, and they round out their coursework with a range of interdisciplinary courses that correspond with their educational and professional interests. This course of study is recommended for students who plan careers or graduate study in the fields of business, communication, professional writing, promotion, sales, sports information, and related areas.

Course	Title		Credits
Professiona	l Communic	ation Option	
CM 2915	Comn	nunication and Leadership	4
•		om the Professional Communication Opt 3000/4000 level:	ion; 8
CM 2007	Strate	gic Communication	
CM 2995	Profes	ssional Social Media	
CM 3095	Techr	ical Communication (TECO,WRCO)	
CM 3400	Intera	ctive Web Communication	
CM 3675	Journ	alism in the Digital Age (TECO,WRCO)	
to be CM co	ourses; four o	rom the following courses; four credits ne redits must be 3000/4000 level; courses nent cannot be double-counted in this list	in
CM 2007	Strate	gic Communication	
CM 2405	Public	Speaking	
CM 2775	Media	and Cultural Studies (TECO)	
CM 2945	Socia	Media: Technology and Culture	
CM 2995	Profes	ssional Social Media	
CM 3005	Rheto	ric and Semiotics (INCO)	
CM 3006	Analy	zing Screen Media (DICO)	
CM 3095	Techn	ical Communication (TECO,WRCO)	
CM 3125	Comn	nunicating Through Animation	
CM 3400	Intera	ctive Web Communication	
CM 3485	Globa	l Perspectives in the Media (GACO)	
CM 3505	Media	Effects	
CM 3515	Comn	nunication, Media, and Wellness (WECO)	
CM 3675	Journ	alism in the Digital Age (TECO,WRCO)	
CM 3915	Topic	s in Media Studies	
CM 3926	Topic	s in Media Production	
CM 3960	Intern	ship	
CM 4915	Indep	endent Study	
BUS 230	0 Busin	ess Writing and Presenting (WRCO)	
BUS 110	0 Introd	uction to Marketing and Sales	
MKT 350	0 Speci	al Topics in Marketing	
MKT 312	0 Marke (QRC)	eting Research and Consumer Insights D)	
MKT 321	0 Event	Planning and Marketing	
MKT 314	0 Creati	ng Effective Marketing Content	
MGM 34	50 Organ (DICO	izational Behavior & Team Development	

MKT 3450	Sports Marketing and Sales
MKT 3230	Public Relations
MKT 4230	Marketing Management
MKT 4120	Impact Marketing
EN 3125	Advanced Composition
EN 3135	Non-Fiction Workshop

Total Credits 20

#### **Recommended Course Sequence**

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

#### **Required Options in this Major**

Complete one option

### Media Studies Option of BA Communication and Media Studies

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

Course Year One	Title	Credits
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA (https:// coursecatalog.plymo general-education/ #MATH)	Mathematics Foundations uth.edu/	3-4
CM 2000	Studies in Communication and Media (TECO)	4
CM 2006	Intercultural Communication	4
CTDI (https:// coursecatalog.plymo general-education/ #CTDI)	Creative Thought Direction	3-4
PPDI (https:// coursecatalog.plymo general-education/ #PPDI)	Past and Present Direction uth.edu/	3-4
GACO (https:// coursecatalog.plymo general-education/ #GACO)	Foreign Language L	6
	Credits	31-34
Year Two		
CM 2775	Media and Cultural Studies (TECO)	4
CM 3645	Communication Theory (WRCO)	4

SIDI (https://	Scientific Inquiry Direction	3-4
coursecatalog.plymo general-education/	L	
#SIDI)		
SSDI (https://	Self and Society Direction	3-4
coursecatalog.plymo	uth.edu/	
general-education/ #SSDI)		
•	om CTDI, PPDI, SIDI, SSDI) (https://	4-8
	uth.edu/general-education/) <sup>2</sup>	
DICO (https://	Diversity Connection	3-4
coursecatalog.plymo	uth.edu/	
general-education/ #DICO)		
WECO (https://	Wellness Connection	3-4
coursecatalog.plymo	L	
general-education/		
#WECO)		
Electives		6
/ Th	Credits	30-38
Year Three	ont	4
Production Requirem	regory cannot double count for courses in	4
the Option list	legory carmot double count for courses in	
Complete one cour	rse from the following:	
CM 2750	Introduction to Film and Video Production	
CM 2995	Professional Social Media	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation	
CM 3400	Interactive Web Communication	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
Media Studies	a financiale a fallacción m	_
Complete two course CM 2945		8
CM 3005	Social Media: Technology and Culture Rhetoric and Semiotics (INCO)	
CM 3005	Analyzing Screen Media (DICO)	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
Media Studies Option		
•	s from the following courses; four credits	8
	es; four credits must be 3000/4000 level;	
	ction Requirement cannot be double-counted	
in this list:		
CM 2007	Strategic Communication	
CM 2405 CM 2915	Public Speaking Communication and Leadership	
CM 2915	Social Media: Technology and Culture	
CM 2945 CM 2995	Professional Social Media	
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3005	Analyzing Screen Media (DICO)	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation	
CM 3400	Interactive Web Communication	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	

	Credits	18-22
Electives		10-14
CM 4905	Senior Seminar	4
CM 4655	Communication Research Methods (QRCO)	4
Year Four		
	Credits	30
Electives		10
EN 3685	Scriptwriting	
EN 3595	The Filmmaker's Vision: An Introduction to Film Analysis	
EN 3325	Literature into Film	
EN 3305	The Craft of Screenwriting: Reading and Writing Screenplays	
EN 3135	Non-Fiction Workshop	
EN 3125	Advanced Composition	
EN 2360	Introduction to Film	
CM 4915	Independent Study	
CM 3960	Internship	
CM 3926	Topics in Media Production	
CM 3915	Topics in Media Studies	
CM 2750	Introduction to Film and Video Production	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3515	Communication, Media, and Wellness (WECO)	

<sup>1</sup> Required for the Option

120

CM 2945

### Professional Communication Option of BA Communication and Media Studies

**Total Credits** 

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA (https:// coursecatalog.plymo general-education/ #MATH)	Mathematics Foundations uth.edu/	3-4
CM 2000	Studies in Communication and Media (TECO)	4
CM 2006	Intercultural Communication	4
CTDI (https:// coursecatalog.plymo general-education/ #CTDI)	Creative Thought Direction เ	3-4
PPDI (https:// coursecatalog.plymo general-education/ #PPDI)	Past and Present Direction uth.edu/	3-4

GACO (https:// coursecatalog.plymou general-education/	Foreign Language	6
#GACO)		
	Credits	31-34
Year Two		
CM 2915	Communication and Leadership	4
CM 3645	Communication Theory (WRCO)	4
SIDI (https:// coursecatalog.plymou general-education/ #SIDI)	Scientific Inquiry Direction	3-4
SSDI (https:// coursecatalog.plymou general-education/ #SSDI)	Self and Society Direction uth.edu/	3-4
	om CTDI, PPDI, SIDI, SSDI) (https://	4-8
	uth.edu/general-education/) <sup>2</sup>	
DICO (https://	Diversity Connection	
coursecatalog.plymou general-education/ #DICO)	uth.edu/	
WECO (https://	Wellness Connection	3-4
coursecatalog.plymou		
general-education/		
#WECO)		
v =	Credits	21-28
Year Three	<b>-</b>	4
Production Requireme	ent	
	agary connet double count for courses in	7
Courses from this cat the Option list.	egory cannot double count for courses in	7
the Option list.	egory cannot double count for courses in se from the following:	
the Option list.		_
the Option list. Complete one cour	se from the following:	
the Option list. Complete one cour CM 2750	se from the following: Introduction to Film and Video Production	
the Option list. Complete one cour CM 2750 CM 2995	se from the following: Introduction to Film and Video Production Professional Social Media	
the Option list.  Complete one cour  CM 2750  CM 2995  CM 3095	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO)	
the Option list.  Complete one cour  CM 2750  CM 2995  CM 3095  CM 3125	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation	
the Option list.  Complete one cour  CM 2750  CM 2995  CM 3095  CM 3125  CM 3400  CM 3675  Complete two courses	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication	8
the Option list.  Complete one cour  CM 2750  CM 2995  CM 3095  CM 3125  CM 3400  CM 3675  Complete two courses	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one ne	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level:	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication Professional Social Media	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO)	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3400	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO)	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3400 CM 3675 Professional Commur Complete eight credits need to be CM course	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) nication Option s from the following courses four credits ss; four credits must be 3000/4000 level;	
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3095 CM 3400 CM 3675 Professional Communications of the course ourses in the Productions  CM 2750 CM 2995 CM 3095 CM 3675 Professional Communications of the course ourses in the Productions of the course ourses in the Productions of the course ourses ourses ourses our several course ourses our several course ourses our several course our several cour	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) incation Option s from the following courses four credits	8
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3400 CM 3675 Professional Commur Complete eight credit: need to be CM courses courses in the Product in this list:	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) nication Option s from the following courses four credits is; four credits must be 3000/4000 level; stion Requirement cannot be double-counted	8
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3400 CM 3675 Professional Commur Complete eight credit: need to be CM course courses in the Product in this list: CM 2007	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) nication Option s from the following courses four credits ss; four credits must be 3000/4000 level; stion Requirement cannot be double-counted	8
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3400 CM 3675 Professional Commur Complete eight credit: need to be CM course courses in the Product in this list: CM 2007 CM 2405	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) nication Option s from the following courses four credits se; four credits must be 3000/4000 level; etion Requirement cannot be double-counted Strategic Communication Public Speaking	8
the Option list.  Complete one cour CM 2750 CM 2995 CM 3095 CM 3125 CM 3400 CM 3675 Complete two courses Option; at least one no CM 2007 CM 2995 CM 3095 CM 3400 CM 3675 Professional Commur Complete eight credit: need to be CM course courses in the Product in this list: CM 2007	se from the following: Introduction to Film and Video Production Professional Social Media Technical Communication (TECO,WRCO) Communicating Through Animation Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) s from the Professional Communication eeds to be 3000/4000 level: Strategic Communication Professional Social Media Technical Communication (TECO,WRCO) Interactive Web Communication Journalism in the Digital Age (TECO,WRCO) nication Option s from the following courses four credits ss; four credits must be 3000/4000 level; stion Requirement cannot be double-counted	8

Social Media: Technology and Culture

Directions should total 20 credits (unless the major has a waiver for a specific Direction).

	Total Credits	120
	Credits	28-30
Electives		17-18
coursecatalog.plymogeneral-education/ #INCP)	outh.edu/	
INCP (https://	Integrated Capstone	3-4
CM 4905	Senior Seminar	4
CM 4655	Communication Research Methods (QRCO)	4
Year Four	o. cano	50
	Credits	30
Electives	Month letion workshop	10
EN 3135	Non-Fiction Workshop	
MKT 4230 MKT 4120	Marketing Management Impact Marketing	
MKT 3230 MKT 4230		
MKT 3450 MKT 3230	Sports Marketing and Sales Public Relations	
MI/T 2450	Development (DICO)	
MKT 3140 MGM 3450	Creating Effective Marketing Content Organizational Behavior & Team	
	Insights (QRCO)	
MKT 3120	Marketing Research and Consumer	
MKT 3210	Insights (QRCO)  Event Planning and Marketing	
MKT 3120	Marketing Research and Consumer	
MKT 3500	Special Topics in Marketing	
BUS 1100	Introduction to Marketing and Sales	
BUS 2300	Business Writing and Presenting (WRCO)	
CM 4915	Independent Study	
CM 3960	Internship	
CM 3926	Topics in Media Production	
CM 3915	Topics in Media Studies	
CM 3675	(WECO)  Journalism in the Digital Age (TECO,WRCO)	
CM 3515	Communication, Media, and Wellness	
CM 3505	Media Effects	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3400	Interactive Web Communication	
CM 3125	Communicating Through Animation	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3005	Analyzing Screen Media (DICO)	
CM 3005	Rhetoric and Semiotics (INCO)	
CM 2995	Professional Social Media	

<sup>1</sup> Required for the Option

#### **Learning Outcomes**

- The ability to read, write, listen, and present in various contexts and for various audiences.
- The ability to understand emerging communication and media technologies, and the complex causes and opportunities of that evolution.

- The ability to analyze and explain the moral, ethical and crosscultural#dimensions of messages.
- The ability to apply communication and media theories to critically#analyze real-world issues and employ practical, innovative solutions.

#### **Career Pathways**

- · Advertising Agent (MyNextMove.org)
- Advertising and Promotion Manager (MyNextMove.org, BLS.gov)
- · Archivist (MyNextMove.org)
- · Broadcast News Analyst (MyNextMove.org)
- Broadcast Technician (MyNextMove.org)
- · Camera Operator (MyNextMove.org)
- · Copy Writer (MyNextMove.org)
- · Film and Video Editor (MyNextMove.org, BLS.gov)
- · Multimedia Artist (MyNextMove.org, BLS.gov)
- · Projectionist (MyNextMove.org, BLS.gov)
- · Public Relations Specialist
- · Publication Editor (MyNextMove.org, BLS.gov)
- · Radio and Television Announcer (MyNextMove.org, BLS.gov)
- · Reporter (MyNextMove.org)
- Sound Engineering Technician (MyNextMove.org)
- Technical Writer (MyNextMove.org, BLS.gov)

See the U.S. Department of Labor Outlook for a complete list.

Useful Skills for Jobs in the Communications Field

- · Strong written communication skills
- · Strong oral presentation skills
- · Effective interpersonal communication
- · Effective conflict negotiation skills
- · Acute Problem-solving abilities
- · Perceptive leadership potential
- · Independent and Collaborative communication competence
- Understanding of professional/organizational communication structures

Directions should total 20 credits (unless the major has a waiver for a specific Direction).