

# COMMUNICATION AND MEDIA STUDIES, BA

The Bachelor of Arts in Communication and Media Studies equips graduates with a theoretical and historical understanding of human communication, combined with practical skills in professional writing, speaking, and media production.

## Communication and Media Studies Learning Outcomes

Graduates of this program will be able to:

- Communicate effectively using multiple channels of communication.
- Critically analyze, conduct research, and understand theoretical perspectives on communication, media, and global culture.
- Apply media aesthetics to the production of communication vehicles using appropriate technologies.
- Demonstrate an understanding of ethical theories, professional standards, and legal constraints in communication and media environments.

## Program Requirements

Code	Title	Credit Hours
<b>Core IMPACTS</b>		<b>42</b>
All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. ( <a href="https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext">https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext</a> )		
<b>Field of Study – Communication and Media Studies</b>		<b>18</b>
CMS 2010	Introduction to Media Studies	3
CMS 2015	Visual Communication	3
COMM 1110	Public Speaking	3
3 courses (9 credit hours) at the 1000-2000 level from prefixes ART, CMS, COMM, FILM, FREN, SPAN, or THEA.		9
<b>Upper Division Major Requirements</b>		<b>15</b>
CMS 3101	Media and Culture	3
or CMS 3020	Research Methods	
CMS 3400	Communication Law and Ethics	3
CMS 3710	Writing for Digital Media: Theory and Practice	3
CMS 4999	CMS Capstone	3
COMM 3300	Interpersonal Communication	3
<b>Upper Division Electives</b>		<b>27</b>
9 courses (27 credit hours) at the 3000-4000 level from prefixes CMS or COMM. <sup>1</sup>		
<b>Free Electives</b>		<b>18</b>
18 credit hours. Students are encouraged to use these elective hours toward completion of a minor.		
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> To satisfy Upper Division Electives, up to 3 courses (9 credit hours) may be taken at the 3000-4000 level from prefixes ART, ENGL, FILM, MGMT, MKTG, or THEA.

## Suggested Course Sequence

Please Note: This is a suggested course sequence and assumes a starting freshman with no prior college credit who intends to complete their degree in four years. Students should consult with their academic advisor and review the course prerequisites and minimum grade requirements as seen in the Academic Catalog.

Code	Title	Credit Hours
<b>All core curriculum recommendations are shown under the Core IMPACTS section of the Undergraduate Graduation Requirements. (<a href="https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext">https://catalog.clayton.edu/graduation-requirements/undergraduate-graduation-requirements/core-curriculum/#nonsciencemajorstext</a>)</b>		
<b>First Year</b>		
<b>First Semester</b>		
COMM 1110	Public Speaking	3
ENGL 1101	English Composition I	3
POLS 1101	American Government	3
Core IMPACTS: "I" area course		3
Core IMPACTS: "M" area course		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
CMS 2010	Introduction to Media Studies	3
ENGL 1102	English Composition II	3
HIST 2111	Survey of US History to 1877	3
or HIST 2112	or US HIST Since Reconstruction	
Core IMPACTS: "I" area course		3
Core IMPACTS: "T" area science course with lab		4
<b>Credit Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>First Semester</b>		
CMS 2015	Visual Communication	3
Core IMPACTS: "A" area course		3
Core IMPACTS: "S" area course		3
Core IMPACTS: "T" area science course		3
Field of Study Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
CMS 3710	Writing for Digital Media	3
Core IMPACTS: "A" area courses		3
Core IMPACTS: "S" area course		3
Core IMPACTS: "T" area course		3
Field of Study Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>First Semester</b>		
CMS 3101	Media and Culture	3
Field of Study Elective		3
Upper Division Elective		3
Upper Division Elective		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
CMS 3400	Communication Law & Ethics	3
Upper Division Elective		3
Upper Division Elective		3
Upper Division Elective		3

Free Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>First Semester</b>		
CMS 4999	CMS Capstone	3
Upper Division Elective		3
Upper Division Elective		3
Free Elective		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Semester</b>		
COMM 3300	Interpersonal Communication	3
Upper Division Elective		3
Upper Division Elective		3
Free Elective		3
Free Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>121</b>