

BA/BS DEGREE WITH A MAJOR IN MASS COMMUNICATION

Requirements for a Bachelor of Arts or Bachelor of Science Degree with a Major in Mass Communication

Additional Graduation Requirements (<https://catalog.una.edu/undergraduate/academic-procedures-requirements/graduation-requirements/>)

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/)		
Area I (Written Composition)		6
Area II (Humanities and Fine Arts) ¹		12
Area III (Natural Sciences and Mathematics) ²		11
Area IV (History, Social and Behavioral Sciences)		12
Area V (https://www.una.edu/areav/)		
Major Core Requirements in Mass Communication		
COM 205	Communication in a Global Age	3
COM 215	Media Writing	3
COM 243	Aural-Visual Production ³	3
COM 303W	Communications Research Methods	3
COM 314	Communication Theory and the Public Interest	3
COM 400W	Communication Law and Ethics	3
COM 420	Communication Capstone ⁴	1
COM 499	Internship	1-3
Major Concentration Requirements		
Select one from the following Options:		24
Option I: Journalism and Digital Media Production (https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/mass-communication-ba-bs/#multimedia)		
Option II: Public Relations (https://catalog.una.edu/undergraduate/colleges-programs/arts-sciences/communications/mass-communication-ba-bs/#publicrelations)		
Minor		
A minor and/or additional courses are required to bring the total to 120 hours		
Total Hours		120

¹ For Bachelor of Arts degree the student must satisfy the following requirement: 6 hours of a required foreign language at the introductory level.

² The Department of Communications does not accept Mathematical Reasoning for the Arts (MA 111) to fulfill the general education mathematics requirement.

³ Fulfills computer literacy requirement.

⁴ Includes exit survey.

Concentration Options

Option I: Journalism and Digital Media Production

Code	Title	Hours
Journalism & Digital Media Production Core		
COM 317	Digital and Social Media	3
COM 326	Broadcast News Writing and Producing	3
COM 341	Radio Prod & Performance	3
COM 342	Television Production and Performance	3
COM 356	Advanced Reporting	3
Communications Electives		
Select three courses from the following:		9
COM 368	Copy Editing	
COM 370	Feature Writing	
COM 441	Podcasting & Creative Audio	
COM 460	Advanced Radio-Television Production	
COM 470	Media Management and Diversity	
Communication elective at the 300/400 level		
Total Hours		24

Option II: Public Relations

Code	Title	Hours
Public Relations Core		
COM 230	Foundations of Public Relations	3
COM 374	Public Relations Cases	3
COM 390	Public Relations Writing	3
COM 410	Layout and Design I	3
COM 411	Layout and Design II	3
COM 442	Public Relations Campaigns	3
Select 6 additional hours from the following Communication courses:		6
COM 475	Crisis Management and Community Relations	
COM 485	Agency Public Relations	
Communication elective at the 300/400 level		
Total Hours		24