

Communications CURRICULUM

Majors

Cinema & Television Arts

- Entertainment Media (CTA 256)
- Writing for Television and Cinema (CTA 316)
- Television Production (CTA 324)
or Cinema Production (CTA 326)
- The Documentary (CTA 355)
or Film and Television Aesthetics (CTA 356)
- Producing for the Screen (CTA 456)

Communication Design

- Visual Communication (CDE 258)
- Writing for Visual Media (CDE 318)
- Web and Mobile Publishing (CDE 350)
- Design of Visual Images (CDE 358)
- Design Strategies and Solutions (CDE 458)

Journalism

- Journalism in a Free Society (JOU 250)
- Reporting for the Public Good (JOU 310)
or Broadcast News Writing (JOU 311)
- Multimedia News Production (JOU 315)
- Editing and Design (JOU 320)
or Television News Reporting (JOU 351)
- Multimedia Journalism (JOU 450)

Opening Core

- Communications in a Global Age (COM 100)
- Media Writing (COM 110)
- Web and Mobile Communications (COM 210)
- Creating Multimedia Content (COM 220)

Media Analytics

- Understanding Audiences (MEA 260)
- Communicating Media Insights (MEA 319)
- Applied Media Analytics (MEA 329)
- Strategies for Emerging Media (MEA 359)
- Measuring Media Impact (MEA 460)

Strategic Communications

- Public Relations and Civic Responsibility (STC 252)
- Strategic Writing (STC 312)
- Corporate Publishing (STC 322)
- Strategic Research Methods (STC 362)
- Strategic Campaigns (STC 452)

*A Cinema & Television Arts BFA option includes 2 more courses, an LA experience, and a Thesis Project

Course Prefixes

CTA – Cinema and Television Arts

CDE – Communication Design

COM – Communications Minor & Core

JOU – Journalism

MEA – Media Analytics

STC – Strategic Communications

Advanced Core

- Media Law and Ethics (COM 400)
- Great Ideas: Issues and Research (COM 495)
- Communications internship (COM 381)
- Electives (COM, CTA, CDE, JOU, MEA or STC)