

DEPARTMENT OF COMMUNICATION

<http://www.asucom.appstate.edu/>

Here you will find news and events, contact information, admissions requirements and complete course listings, as well as information about available scholarships, the various international opportunities ASU has to offer, organizations and clubs that get students more involved and internships to help students gain workplace experience.

The Department of Communication offers the following majors:

Advertising: Students learn skills used in both creative and business aspects of the advertising profession. They take courses in copywriting for print and broadcast, print ad computer layout and design, broadcast production, media planning and sales, consumer behavior and strategic advertising campaign development, as well as communication courses in public speaking and persuasion. In addition, students learn about the history of advertising, laws and regulations affecting advertising, and social and ethical issues of advertising which affect society.

Communication Studies: The Communication Studies major pursues an intellectually rigorous exploration of the theory and practice of communication. Because of this, the Communication Studies major is structured around general thematic areas, as opposed to a specific career focus. Students in Communication Studies can combine courses to explore communication in a manner uniquely suited to their interests. Possible programs of study include interpersonal communication, political communication, organizational communication, rhetoric and public culture, health communication, critical/cultural studies, and strategic communication.

Electronic Media/Broadcasting: The Electronic Media/Broadcasting sequence is designed to give the student a theoretical foundation complemented by practical skills. Students edit video projects using Final Cut Pro in Video Production, get hands-on experience as camera operators and audio and technical directors in Television Studio Production, and can work at WASU, the department's broadcast radio station, to supplement their classroom learning.

Journalism: The journalism major is designed to give students the skills necessary to collect information and write all types of stories for the print media, including news, features, editorials and commentary. Students attend meetings of city and county boards, interview officials, cover breaking news when possible and learn editing and fact-organization skills to produce copy on deadline. Writing courses emphasize grammar, punctuation, AP style and the use of popular word processing computer programs. Students also use computers to develop skills in electronic publishing, layout and design.

Public Relations: The public relations major prepares students to enter the professional practice. While acknowledging the importance of writing to entry-level public relations practitioners, the program is also intended to prepare students for their eventual roles as strategists and issues managers. Students are required to complete two writing courses, an introduction to media publishing course, a media graphics course, public relations principles, public relations practices and a capstone-level public relations seminar. Students should choose a minor in the College of Business or a relevant minor in consultation with their academic advisor.

Department of Communication

Appalachian State University, 140 Walker Hall, ASU Box 32039, Boone, NC 28608-2039 Phone: 828 262 2221

FIRST YEAR SEMINAR

___UCO 1200, HON 1515, or WRC 1103 (3 of 6 s.h. will count here) or ___UCO MET* (0 s.h.)

*open to students who transfer at least 30 s.h. AND are classified as transfer students by Admissions. **The 30 s.h. must be completed prior to enrollment at ASU.** Students using this option will have 41 s.h. of General Education.

WRITING ACROSS THE CURRICULUM - (6 s.h. required)

___R C 1000, LLC 1000, or WRC 1103 (3 of 6 s.h. will count here)

___R C 2001 or WRC 2001

MAJOR REQUIREMENTS (hours count in major requirements)

___Junior Writing in the Discipline ("WID" on major Program of Study)

___Senior Capstone Experience ("CAP" on major Program of Study)

WELLNESS LITERACY (2 s.h. required)

Choose from the following:

1 s.h. courses: ___, ___P E 1530-1549, P E 1700-1877

2 s.h. courses: ___DAN 1400, 1410, 1420, 1430, 2400, 2410, 2420, 3280, 3480, 3580, or 4580, ___HED 1000, ___MSL 1101, ___P H 1105

3 s.h. courses (additional hour may count as elective):

___DAN 4460, ___HPE 4320, ___NUT 2202, ___P E 1718 or 1769

QUANTITATIVE LITERACY (4 s.h. required)

4 s.h. courses (These courses fully complete this requirement.):

___C S 1445, ___MAT 1010, ___MAT 1020, ___MAT 1110, ___STT 2820, ___WRC 1010

3 s.h. courses (These courses count toward, but do not fully complete, this requirement.):

___ECO 2100, ___ECO 2200, ___MAT 1035, ___STT 1810, ___STT 2810, ___STT 3820

1 s.h. courses (for students who transfer 3 s.h. of QL coursework): ___MAT 1005, ___STT 1805

If you have transferred 3 hours of QL coursework, please check with your advisor to see if your intended major requires a course which can count for the final QL hour.

SCIENCE INQUIRY requires 8 semester hours from one theme (underlined). Courses in themes marked with an * must be taken sequentially. Check the course descriptions for any pre- and/or co-requisites.

Biology in Society: BIO ___1201, ___1202, and ___1203 or (for transfer credit) BIO ___1201/1204 and ___1202/1205

The Blue Planet: GLY ___1104 and ___1105

* Chemistry Connections to Our Changing World: CHE ___1101/1110 and ___1102/1120

Global Environmental Change: choose 2 from: ___BIO 1103, ___GHY 1011, ___GHY 1012, ___GLY 1103, ___GLY 1104

* How Things Work: PHY ___1101 and ___1102

Life, Earth and Evolution: ___ANT 1430 and ___GLY 1102

* The Physics of Our Technological World: PHY ___1103 and ___1104

Physics of Self Expression: PHY ___1101 and ___1812 or PHY ___1812 and ___1814

* Physics with Calculus: PHY ___1150 and ___1151

Restless Planet: Earth, Environment and Evolution: choose 2 from: GLY ___1101, ___1102, ___1103

* Voyages Through the Cosmos: AST ___1001 and ___1002

NOTE: A 1 hour lab option may be available for students who have transferred in a 3 hour science lecture course. Please contact the Office of General Education at (828) 262-2028 or gened@appstate.edu for more information.

DESIGNATIONS (3 s.h. of each required); may be taken in Integrative Learning Experience or Liberal Studies Experience:

___ Fine Arts (FA), ___ Historical Studies (HS), ___ Literary Studies (LS), ___ Social Science (SS)

INTEGRATIVE LEARNING EXPERIENCE: Complete 9 semester hours from a single theme. Students must take courses from at least two discipline prefixes in the chosen theme with the exceptions of "Appalachian Mountains: Community, Culture, and Land" and "Experiencing Inquiry: How to Ask Questions."

- American Culture: Past and Present:** ___ COM 3130, ___ ENG 2120 (LS), ___ HIS 2525 (HS), ___ IDS 2000, ___ REL 3110, ___ S W 2020 (SS)
- Appalachian Mountains: Community, Culture, and Land:** ___ A S/MUS 2016 (FA), ___ A S 2200 (LS), ___ A S/GLY 2301, ___ AS 3000, ___ HIS 3726 (HS), ___ SOC 3710 (SS)
- Cultivating Creative Expression:** ___ ART 2022 (FA), ___ ENG 2360 (LS), ___ MUS 2022 (FA), ___ THR 2022 (FA)
- Experiencing Inquiry: How to Ask Questions:** ___ WRC 2201 (LS), ___ WRC 2202 (HS), ___ WRC 3000 (SS), ___ WRC 3203 (FA)
- Expressions of Culture:** ___ COM 2124 (SS), ___ DAN 2020 (FA), ___ DAN 2030 (FA), ___ LLC 2050, ___ THR 2020 (FA)
- From Empire to Globalization:** ___ ANT 1415 (SS), ___ ENG 2040 (LS), ___ GWS 2525, ___ GLS 2000, ___ HIS 1400 (HS), ___ P S 2120
- How We Know What We Know About the Past: Method, Evidence, Knowledge:** ___ ANT 1420 (SS), ___ GLY 1842, ___ HIS 2312 (HS), ___ HIS 2320 (HS), ___ LLC 2045 (LS)
- How We Tell Stories:** ___ C I/ITC 2010, ___ ENG 2170, ___ IDS 3210, ___ LLC 2025 (LS), ___ PHL 1502, ___ REL 2020 (LS), ___ THR 2005 (FA), ___ THR 3640 (FA)
- The Human-Animal Bond:** ___ ENG 2430 (LS), ___ ENG/S D 3715 (LS), ___ GLS 3580, ___ PHL 2010, ___ WRC 2100
- Imagination, Innovation, and Meaning:** ___ DAN 2010 (FA), ___ HIS 1110 (HS), ___ MUS 2018 (FA), ___ PHL 2013, ___ THR 2010 (FA)
- Intersections: Race, Class, and Gender:** ___ ANT 2420 (SS), ___ ENG 2130 (LS), ___ GWS 2421, ___ MUS 2023 (FA), ___ PHL 3050, ___ P S 3410, ___ SOC 2050 (SS), ___ S W 2615
- Las Américas:** ___ ANT 2300 (SS), ___ GHY 3014 (SS), ___ GLS 3020 (HS), ___ HIS 2301 (HS), ___ HIS 2302 (HS), ___ LLC 2040 (LS), ___ REL 3100, ___ WRC 2400 (FA)
- Revolutions: Social and Political:** ___ ART 2019 (FA), ___ HIS 1501 (HS), ___ HIS 2340 (HS), ___ IDS 3650, ___ MUS 2015 (FA), ___ PHL 3030, ___ SOC 1100 (SS), ___ THR 2017 (FA)
- So You Want to Change the World?:** ___ C I 2250, ___ C I 2350, ___ FDN 2150, ___ FDN 2250 (LS), ___ FDN 2350 (SS) (Both C I and FDN prefixes are required.)
- Social Relations Across Contexts:** ___ COM 2121, ___ HIS 1120 (HS), ___ PSY 2100, ___ PSY 2213 (SS), ___ SOC 1110 (SS)
- Sustainability and Global Resources:** ___ FCS 2110, ___ FER 1000, ___ GHY 1010, ___ IDS 3010, ___ PHL 2015, ___ PHY 1830, ___ S D 2400, ___ TEC 2029 (SS)
- War and Peace:** ___ ANT 2222 (SS), ___ GLS/JHP 2350, ___ HIS/JHP 2300, ___ HIS 3158(HS), ___ HIS 3823 (HS), ___ P S 4225 (SS), ___ REL 3170, ___ SOC 3800(SS)

LIBERAL STUDIES EXPERIENCE: Complete 12 semester hours from at least three discipline prefixes.

- Anthropology (ANT):** ___ 2100 (SS), ___ 2235 (SS), ___ 2400 (SS), ___ 2430 (SS), ___ 2700 (SS), ___ 2800 (SS)
- Appalachian Studies (A S):** ___ 2020, ___ 2025, ___ 2411 (SS)
- Apparel Design and Merchandising (ADM):** ___ 1000 (SS)
- Arabic (ARB):** ___ 1050
- Art (ART):** ___ 2011 (FA), ___ 2016 (FA), ___ 2030 (FA), ___ 2130 (FA)
- Astronomy (AST):** ___ 1050
- Business Education (B E):** ___ 1590
- Chinese (CHN):** ___ 1050
- Commercial Photography (PHO):** ___ 2032
- Communication (COM):** ___ 2105, ___ 3300, ___ 3315
- Criminal Justice (C J):** ___ 3450 (SS)
- Curriculum & Instruction (C I):** ___ C I/R M 2000
- Dance (DAN):** ___ 3430 (FA), ___ 3435 (FA)
- Economics (ECO):** ___ 2030 (SS), ___ 2040 (SS), ___ 2620 (SS)
- English (ENG):** ___ 1500, ___ 2030 (LS), ___ 2050 (LS), ___ 2060 (LS), ___ 2070 (LS), ___ 2175 ___ 2350 (LS)
- Family & Child Studies (FCS):** ___ 2103 (SS), ___ 2111
- Finance (FIN):** ___ 2860
- French (FRE):** ___ 1050 OR ___ 1060 (3 of 6 s.h. count in General Education)
- Gender, Women's, and Sexuality Studies (GWS):** ___ 2600
- Geography (GHY):** ___ 1020 (SS), ___ 1040 (SS)
- German (GER):** ___ 1050 OR ___ 1060 (3 of 6 s.h. count in General Education)
- History (HIS):** ___ 1101 (HS), ___ 1102 (HS), ___ 1130 (HS), ___ 1200 (HS), ___ 1700 (HS), ___ HIS/WRC 3210, ___ 3728 (HS)
- Industrial Design (IND):** ___ 2012 (FA)
- Interdisciplinary Studies (IDS):** ___ IDS/WRC 2302, ___ 3025, ___ 3250
- Interior Design (INT):** ___ 1300 (FA)
- Japanese (JPN):** ___ 1050
- Languages, Literatures, and Cultures (LLC):** ___ LLC/WRC 2030, ___ 3430 (LS)
- Latin (LAT):** ___ 1050
- Music (MUS):** ___ 2011 (FA), ___ 2014 (FA), ___ 2052, ___ 2611 (HS) (2 s.h.), ___ 2612 (HS) (2 s.h.), ___ 2613, ___ 2616 (FA), ___ 3611 (HS) (2 s.h.)
- Nutrition (NUT):** ___ 2351 (SS)
- Philosophy (PHL):** ___ 1000, ___ 1100, ___ 1501, ___ 1503, ___ 2000, ___ 3000 (HS), ___ 3013, ___ 3015, ___ 3020, ___ 3200 (HS), ___ 3550, ___ 3600
- Planning (PLN):** ___ 2410 (SS)
- Political Science (P S):** ___ 1100 (SS), ___ 1200 (SS), ___ 2130 (SS)
- Portuguese (POR):** ___ 1050
- Psychology (PSY):** ___ 1200 (SS)
- Recreation Management (R M):** ___ R M/C I 2000, ___ 2100 (SS), ___ 2140 (HS)
- Religious Studies (REL):** ___ 1010 (LS), ___ 1100 (SS), ___ 1110, ___ 1115, ___ 1120, ___ 1700, ___ 2010 (LS), ___ 2030 (LS), ___ 2110 (HS), ___ 2120 (HS), ___ 2130, ___ 2150 (HS), ___ 2180, ___ 3120
- Russian (RSN):** ___ 1050
- Sociology (SOC):** ___ 1000 (SS), ___ 2020 (SS), ___ 2850 (SS), ___ 3100 (SS)
- Spanish (SNH):** ___ 1050 OR ___ 1060 (3 of 6 s.h. count in General Education)
- Technology (TEC):** ___ 2601
- Theatre (THR):** ___ 2025 (FA), ___ 2300 (FA), ___ 2610 (FA), ___ 3730 (FA)
- Watauga Residential College (WRC):** ___ 1104 (6 s.h.) (This course is available only to Watauga Residential College students), ___ WRC/LLC 2030, ___ 2204, ___ WRC/IDS 2302, ___ 2401, ___ 2403 (LS), ___ WRC/HIS 3210, ___ 3401 (LS), ___ 3402, ___ 3403 (FA), ___ 3665 (LS)

Bachelor of Science (BS)
Degree Code 507 A
Non-Teaching

Program of Study for
Communication Majors
Advertising

- I. **GENERAL EDUCATION** 44
 (COM 2105 and IDS 3250 taken for the major may count toward General Education: Liberal Studies Experience).
- II. **MAJOR REQUIREMENTS** 45
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) _____ & Senior Capstone Experience (CAP) _____ must be met.

Core Courses (6 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 _____ (3) Thinking Through Communication
- COM 2101 _____ (3) Public Speaking
- OR
- COM 2105 _____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Major Courses (24 sh)

- COM 2700 _____ (3) Foundations of Advertising
- COM 3155 _____ (3) Persuasion (**WID**) (Prerequisites: COM 1200, COM 2101 or COM 2105, RC 2001 or its equivalent, or permission of the instructor)
- COM 3200 _____ (3) Internet Communication
- OR
- IDS 3250 _____ (3) Internet Studies (Gen Ed: LSE)
- COM 3305 _____ (3) Communication Law
- COM 3928 _____ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4040 _____ (3) International Advertising (Prerequisite: COM 2700 or permission of the instructor)
- COM 4250 _____ (3) Professional Ethics in Advertising (Prerequisite: COM 2700 or permission of the instructor)
- COM 4400 _____ (3) Advertising Campaigns (**CAP**) (Prerequisite: Senior standing, COM 2700, and either 3302 or 3640 or permission of the instructor)

Sequence Selection: (9 sh) Choose three of the four courses, in one of the following two emphases

Business Emphasis

- COM 3152 _____ (3) Communication in Organizations
- COM 3544 _____ (3) Selected Topics in Advertising-Business
- COM 3640 _____ (3) Media Planning (Prerequisites: COM 2700)
- COM 4300 _____ (3) Media Sales
 (Prerequisite: Jr/Sr standing and EM/Broadcasting major or COM 3640; or consent of the instructor)

Creative Emphasis

- COM 2618 _____ (3) Intro. Media Publishing (COM major)
- COM 3010 _____ (3) Media Graphics (Prerequisites: COM 2618)
- COM 3302 _____ (3) Copywriting for Advertising (Prereq: COM 2700, admitted COM major or COM minor; RC 2001 or its equivalent)
- COM 3545 _____ (3) Selected Topics in Advertising – Creative

Major Electives (6 sh) Choose any courses from the Communication Department course listing (must meet prerequisites)

COM _____ (3) _____ COM _____ (3) _____

- III. **MINOR REQUIRED** 12 – 25
 9 sh of a minor must be completed at Appalachian. Suggested minors include: Art, English, General Business, International Business, Marketing, Political Science, Psychology, and Sociology.
- IV. **FREE ELECTIVES** 8 – 27
 2 sh of free electives outside the major discipline are required. 122

Major Requirements that may count in Gen Ed:	
COM 2105 (3)	Liberal Studies Experience
IDS 3250 (3)	Liberal Studies Experience
Total Major Hours: 45	
Gen Edu: up to:	-6
Net Major Hours:	39

Bachelor of Science (BS)
Degree Code 585 A
Non-Teaching

Program of Study for
Communication Majors
Communication Studies

I. GENERAL EDUCATION 44
 (COM 2121, COM 2124 (SS), or COM 3130 (three hours) may count in Gen Edu: ILE; and COM 2105, COM 3300 and COM 3315 may count in Gen Ed: LSE (up to six hours).

II. MAJOR REQUIREMENTS 48
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian. 18 semester hours must be taken at the 3000 level or higher.

Core Courses (6 sh) (A 2.0 GPA is required in the core courses)

COM 1200 ____ (3) Thinking Through Communication

COM 2101 ____ (3) Public Speaking

OR

COM 2105 ____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Junior Writing in the Discipline	____
Senior Capstone Experience	____

Major Core (12 sh)

COM 2180 ____ (3) Communication Theory (Prerequisite: COM 1200)

COM 2181 ____ (3) Introduction to Rhetorical Theory (Prerequisite: COM 1200)

COM 3341 ____ (3) Communication Ethics (Prerequisites: RC 2001 or its equivalent; COM 1200 or consent of the instructor) **WID**

COM 3928 ____ (3) Communication Research Methods (Prerequisites: Jr/Sr standing or consent of the instructor)

OR

COM 3929 ____ (3) Rhetorical Theory and Criticism (Prerequisites: Jr/Sr standing or consent of the instructor)

Public and Professional Contexts (18 sh) At least two courses (6 sh) must be selected from each context.

Public Contexts

COM 2106 ____ (3) Argumentation and Advocacy

(Corequisite or prerequisite: COM 2101 or COM 2105 or consent of the instructor)

COM 3120 ____ (3) Rhetoric & Religious Discourse (WID)

(Prerequisite: RC 2001 or its equivalent)

COM 3117 ____ (3) Environmental Communication

COM 3155 ____ (3) Persuasion (WID)

(Prerequisite: COM 1200 and COM 2101 or COM 2105; RC 2001 or its equiv)

COM 3300 ____ (3) Mass Media & Society (GEN ED: LSE)

OR

COM 3130 ____ (3) Minorities in Media (GEN ED: ILE)

COM 3305 ____ (3) Communication Law

COM 3315 ____ (3) Political Communication (GEN ED: LSE)

COM 3547 ____ (3) Selected Topics in Public Contexts

COM 4101 ____ (3) Speechwriting (Prerequisite: COM 2101 or COM 2105 or consent of the instructor)

Professional Contexts

COM 2110 ____ (3) Intro to Nonverbal Communication

COM 2121 ____ (3) Interpersonal Communication (GEN ED: ILE)

COM 2124 ____ (3) Intercultural Communication (GEN ED: ILE; SSD)

COM 2131 ____ (3) Health Communication

COM 3110 ____ (3) Small Group Communication

COM 3151 ____ (3) Gender Communication (WID) (Prereq: RC 2001 or equiv)

COM 3152 ____ (3) Communication in Organizations

COM 3311 ____ (3) Conflict Management

COM 3546 ____ (3) Selected Topics in Professional Contexts

Applications (9 sh) Choose three of the following applications courses for a total of 9 sh. Internships and/or International Exp strongly encouraged.

COM 1600 ____ (3) Fundamentals of Electronic Media

COM 2600 ____ (3) Introduction to Journalism

COM 2610 ____ (3) News Reporting & Writing (Prereq: COM 2600)

COM 2612 ____ (3) Broadcast Newswriting (Prereq: COM 1600)

COM 2618 ____ (3) Intro to Media Publishing

COM 2700 ____ (3) Foundations of Advertising

COM 3010 ____ (3) Media Graphics (Prereq: COM 2618)

COM 3100 ____ (3) Interviewing Methods

COM 3131 ____ (3) Health Comm in Interpersonal Contexts

COM 3132 ____ (3) Health & Mass Media

COM 3200 ____ (3) Internet Communication

COM 3302 ____ (3) Copywriting for Advertising (WID) (Prereq: RC 2001)

COM 3312 ____ (3) Crisis Communication (WID) (Prereq: RC 2001)

COM 3317 ____ (3) Social Media Strategies

COM 3320 ____ (3) Audio-Video Production

COM 4220 ____ (3) Photojournalism (Prereq: TEC 1022)

COM 3548 ____ (3) Selected Topics in Applications

COM 3600 ____ (3) Feature Writing

(Prereq: COM 2600 & 2610, RC 2001 or equivalent, or consent of the instructor)

COM 3620 ____ (3) Principles of Fundraising

COM 3640 ____ (3) Media Planning (Prereq: COM 2700 or consent of instructor)

COM 3680 ____ (3) Literary Journalism

COM 3900 ____ (3) Internship **OR** COM 3910 __ Internl Exper

COM 4152 ____ (3) Adv Organizational Comm (prereq: COM 3152)

COM 4300 ____ (3) Media Sales (Prereq: Jr/Sr standing, COM 3640 or consent of instr)

PHO 1022 ____ (3) Photographic Imaging I

HOS 4040 ____ (3) Destination Management

HOS 4050 ____ (3) Meeting & Convention Management

Capstone Course (3 sh)

COM 4432 ____ (3) Communication Studies Seminar (CAP) (Must be an admitted Communication Studies major with senior standing)

III. MINOR REQUIRED 12 - 25
 9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES 5 - 27
 2 sh of free electives outside the major discipline are required. 122

Suggested COM Electives: COM 2115, COM 3900

Major Requirements that may count in Gen Ed:	Total Major Hours:	48
COM 2121 (3) Integrative Learning Experience or	Gen Edu: up to	- 9
COM 2124 (3) Integrative Learning Experience; SSD or	Net Major hours:	39
COM 3130 (3) Integrative Learning Experience		
(up to six hours from)		
COM 2105 (3) Liberal Studies Experience		
COM 3315 (3) Liberal Studies Experience		
COM 3300 (3) Liberal Studies Experience		

Bachelor of Science (BS)
Degree Code 525 A
Non-Teaching

Program of Study for
Communication Majors
Electronic Media/Broadcasting

I. GENERAL EDUCATION 44
 (COM 2105, COM 3300 and ECO 2030 if taken for the major may count toward General Education: Liberal Studies Experience).

II. MAJOR REQUIREMENTS 48 - 51
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) _____ & Senior Capstone Experience (CAP) _____ must be met.

Core Courses (6 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 _____ (3) Thinking Through Communication
- COM 2101 _____ (3) Public Speaking
- OR
- COM 2105 _____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Major Requirements that may count in Gen Ed:
 COM 2105 (3) Liberal Studies Experience
 COM 3300 (3) Liberal Studies Experience
 ECO 2030 (3) Liberal Studies Experience (SSD)

Total Major Hours: 48-51
 Gen Ed: -3 - 9
 Net Major hours: 42 - 45

Major Courses (30 sh)

- COM 1600 _____ (3) Fundamentals of Electronic Media
- COM 2416 _____ (3) Video Production I (Prerequisite: EM/B major)
- COM 3200 _____ (3) Internet Communication
- COM 3300 _____ (3) Mass Media & Society (Gen Ed: Liberal Studies Experience)
- OR
- COM 35 _____ (3) Selected Topics
- COM 3301 _____ (3) Writing for Electronic Media (WID) (Prerequisite: RC 2001 or it's equivalent, COM 1600, EM/Broadcasting major, or consent of the instructor)
- COM 3313 _____ (3) Professional Ethics in Electronic Media (Prerequisites: COM 1600; EM/Broadcasting major, or permission of the instr)
- COM 3316 _____ (3) Television Studio Production (Prerequisite: COM 2416)
- COM 4300 _____ (3) Media Sales (Prerequisite: Jr/Sr standing and EM/Broadcasting major or COM 3640; or consent of the instructor)
- COM 4315 _____ (3) Electronic Media Management (CAP) (Prerequisite: COM 3301, EM/B; Sr standing or permission of the instructor)
- COM 4317 _____ (3) Electronic Media Regulation (Prerequisite: Senior Standing)

Specializations: (12-15 sh) Choose from one of the following

Electronic Media Journalism (12 sh)

- COM 2600 _____ (3) Introduction to Journalism
- COM 2612 _____ (3) Broadcasting Newswriting (Prerequisites: COM 1600, Electronic Media/Broadcasting major or permission of the instructor)
- COM 4319 _____ (3) TV News and Sports Reporting (Prerequisites: COM 2600, 2612 and 2416)
- COM 4302 _____ (3) Broadcast Performance Techniques (Prerequisite: COM 2416 and 3316)
- OR
- COM 4420 _____ (3) Multimedia Storytelling (Prerequisites: one from COM 2610, COM 3301, COM 3302, or COM 3618, AND one from COM 3200, 3306, 3316, 3320, or 3420 OR permission of the instructor)

Electronic Media Production (12 sh)

- COM 2316 _____ (3) Audio Production I (Co/Prerequisite: COM 1600, EM/Broadcasting major)
- COM 3560 _____ (3) Television Scriptwriting
- OR
- COM 3570 _____ (3) Video Editing (Prerequisites: COM 2416 and Admitted EM/B Major)
- COM 4416 _____ (3) Video Production II (Prerequisites: COM 2316, 2416, and 3316, admitted to Electronic Media/Broadcasting)
- COM 4302 _____ (3) Broadcast Performance Techniques (Prerequisites: COM 2416 and COM 3316)
- OR
- THR 2629 _____ (3) Acting for the Camera

Electronic Media Sales and Programming (15 sh)

- COM 3333 _____ (3) Electronic Media Programming (Prerequisite: COM 2416)
- COM 3928 _____ (3) Research Methods
- ECO 2030 _____ (3) Principles of Microeconomics (Gen Ed: LSE; SSD)
- ACC 1050 _____ (3) Survey of Accounting (Prerequisite: passing the math placement test or successful completion of MAT 0010)
- MKT 3050 _____ (3) Principles of Marketing (Prerequisite: ECO 2030)

III. MINOR REQUIRED 12 - 25
 9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES (to total a minimum of 122 sh for this major) 2-24
 2 sh of free electives outside the major discipline are required 122

Students must apply to be an Electronic Media/Broadcasting major. Once accepted, a student must fill out a "Declaration of Major" form and submit it to the dean's office for processing.

Bachelor of Science (BS)
 Degree Code 517 A
 Non-Teaching

Program of Study for
 Communication Majors
 Journalism

I. GENERAL EDUCATION 44
 (COM 2105, COM 3130 and COM 3300 if taken for the major may count toward General Education).

II. MAJOR REQUIREMENTS 42
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) ____ & Senior Capstone Experience (CAP) ____ must be met.

Core Courses (6 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 ____ (3) Thinking Through Communication
- COM 2101 ____ (3) Public Speaking
- or
- COM 2105 ____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Major Courses (30 sh)

- COM 2600 ____ (3) Introduction to Journalism

And one of the following:

- COM 2610 ____ (3) News Reporting & Writing (Prerequisites: COM 1200 and COM 2600; or permission of the instructor)
- or
- COM 2650 ____ (3) Selected Topics in Reporting
- COM 2618 ____ (3) Introduction to Media Publishing (Prerequisite: must be admitted in a Department of Communication major)
- COM 3210 ____ (3) Copy Editing (Prerequisites: COM 2610, and must be an admitted Journalism major)

And one of the following:

- COM 3300 ____ (3) Mass Media and Society (Gen Ed: Literary Studies Experience)
- or
- COM 3130 ____ (3) Minorities in Media (Gen Ed: Integrative Learning Experience: American Culture)
- or
- COM 3132 ____ (3) Health and Mass Media

- or
- COM 3200 ____ (3) Internet Communication
- or
- COM 3650 ____ (3) Selected Topics in Mass Media
- COM 3305 ____ (3) Communication Law
- COM 3320 ____ (3) Audio-Video Production
- COM 3340 ____ (3) Journalism Ethics and a Free Society

- COM 3600 ____ (3) Feature Writing (WID) (Prerequisites: COM 2600 & COM 2610 or permission of the instructor; RC 2001 or its equivalent)

And one of the following:

- COM 4220 ____ (3) Photojournalism (Prerequisites: (PHO 1022 or ART 2026 or CI 4740, or permission of the instructor)
- or
- COM 4310 ____ (3) Advanced Design for Digital Storytelling (Prerequisites: COM 2618)
- or
- COM 4420 ____ (3) Multimedia Storytelling (Prerequisites: COM 2610, COM 3301, COM 3302, or COM 3618 and COM 3200, 3306, 3316, 3320 or 3420, or permission of the instructor)

Or

- COM 4650 ____ (3) Selected Topics in Digital Media

Capstone (3 sh)

- COM 4610 ____ (3) Specialized Reporting (CAP) (Prerequisites: COM 3600 and senior standing)

Major Electives (3 sh) Journalism majors must complete 3 sh of Communication courses.

____ (3) _____
 (Selected topics, independent study, and internships are included as coursework major electives)

Major requirements that may count toward Gen Ed:	
COM 2105 (3)	Liberal Studies Experience
COM 3130 (3)	Integrative Learning Experience
COM 3300 (3)	Liberal Studies Experience
Total Major Hrs:	42
Gen Ed:	-9
Net Major Hrs:	33

III. MINOR REQUIRED 12 - 25
 9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES (to total a minimum of 122 sh for this major) 20 - 33
 6 sh of free electives outside the major discipline are required.

Bachelor of Science (BS)
 Degree Code 521 A
 Non-Teaching

Program of Study for
 Communication Major
 Public Relations

I. **GENERAL EDUCATION** 44
 (COM 2124 and COM 2105 or COM 3315, if taken for the major, may count toward Gen Ed: LSE or ILE. COM 3300 may count toward Gen Ed: LSE.)

II. **MAJOR REQUIREMENTS** 51
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) ____ & Senior Capstone Experience (CAP) ____ must be met.

Core Courses (6 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 ____ (3) Thinking Through Communication
- COM 2101 ____ (3) Public Speaking
- OR
- COM 2105 ____ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Major Courses (30 sh)

- COM 2325 ____ (3) Public Relations Principles (Prerequisite: must be an admitted public relations major or communication minor)
- COM 2600 ____ (3) Introduction to Journalism
- COM 2618 ____ (3) Introduction to Media Publishing
- COM 3010 ____ (3) Media Graphics (Prerequisite: COM 2618)
- COM 3220 ____ (3) Professional Ethics in Public Relations
- COM 3300 ____ (3) Mass Media & Society (Gen Ed: LSE)
- COM 3618 ____ (3) Public Relations Writing (WID) (Prerequisites: COM 2600; Co/Prerequisite: COM 2325; RC 2001 or its equivalent)
- COM 3928 ____ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4318 ____ (3) Public Relations Campaigns (Prerequisite: COM 2325, 3618, and 3928 or permission of the instructor)
- COM 4418 ____ (3) Public Relations Seminar (CAP) (Co/Prerequisite: COM 4318, Senior standing, or permission of the instructor)

Additional Requirements (15 sh)

Professional Development Courses (Choose 9 sh)

- COM 3305 ____ (3) Communication Law
- COM 3312 ____ (3) Crisis Communication (WID)
(Prerequisite: RC 2001 or its equivalent)
- COM 3320 ____ (3) Audio-Video Production
- COM 3317 ____ (3) Social Media Strategies
- COM 3538 ____ (3) Selected Topics in Public Relations
- COM 3620 ____ (3) Principles of Fundraising
- COM 3900 ____ (3) Internship

Immersion Courses (Choose an additional 6 sh in consultation with your advisor. Suggested Courses:)

- COM 2131 ____ (3) Health Communication
- COM 2610 ____ (3) News Reporting and Writing
(Prerequisite: COM 1200 & COM 2600, or permission of the instructor)
- COM 2700 ____ (3) Foundations of Advertising
- COM 3117 ____ (3) Environmental Communication
- COM 2124 ____ (3) Intercultural Communication (Gen Ed: ILE;SSD)
- COM 3151 ____ (3) Gender Communication
(Prerequisite: RC 2001 or its equivalent)
- COM 3155 ____ (3) Persuasion (WID)
(Prerequisite: RC 2001 or its equivalent; COM 1200 & COM 2101 or permission of the instructor)
- COM 3315 ____ (3) Political Communication (Gen Ed: Lib. Studies Exp)
- COM 3680 ____ (3) Literary Journalism
- COM 4101 ____ (3) Speechwriting (Prerequisite: COM 2101 or COM 2105, or permission of the instructor)
- COM 4420 ____ (3) Multimedia Storytelling
(Prerequisite: COM 2610, 3301,3302 or 3618 and COM 3200, 3306, 3316, 3320 or 3420, or permission of the instructor)

III. **MINOR REQUIRED** 12 - 25
 9 sh of a minor must be completed at Appalachian. Students should choose a minor in consultation with their advisor. Suggested minors include: English, General Business, International Business, Marketing, Non-Profit Management, Political Science, Psychology, or Sociology.

IV. **FREE ELECTIVES** (to total a minimum of 122 sh for this major) 2 - 24
 2 sh of free electives outside the major discipline are required. 122

Major requirements that may count toward Gen Ed:	
COM 2105 (3)	Liberal Studies Experience
COM 2124 (3)	Integrative Learning Experience
COM 3315 (3)	Liberal Studies Experience
COM 3300 (3)	Liberal Studies Experience
Total Major Hrs:	51
Gen Ed:	-9
Net Major Hrs:	42