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 practice 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.
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, ____PH 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 general@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
- Appalachian Mountains: Community, Culture, and Land: __A S/MUS 2020 (FA), __ENG 2200 (FA), __ENG 2200 (FA), __ENG 2200 (FA)
- Cultivating Creative Expression: __ART 2202 (FA), __ART 2202 (FA), __ENG 2202 (FA), __ENG 2202 (FA)
- Experiencing Inquiry: How to Ask Questions: __WRC 2200 (FA), __WRC 2200 (FA), __WRC 2200 (FA), __WRC 2200 (FA)
- Expressions of Culture: __COM 2124 (SS), __ENG 2200 (FA), __ENG 2200 (FA), __ENG 2200 (FA)
- From Empire to Globalization: __ANT 1415 (SS), __ENG 2200 (FA), __ENG 2200 (FA), __ENG 2200 (FA)
- How We Know What We Know About the Past: Method, Evidence, Knowledge: __ANT 1420 (SS), __GLY 1842, __GLY 1842, __GLY 1842
- How We Tell Stories: __C I/ITC 210 (FA), __ENG 2120, __ENG 2120, __ENG 2120
- Human-Animal Bond: __ENG 2200 (FA), __ENG 2200 (FA), __ENG 2200 (FA), __ENG 2200 (FA)
- Imaginatin, Innovation, and Meaning: __COM 3130, __ENG 2120
- Intersections: Race, Class, and Gender: __ANT 2420 (SS), __ENG 2120, __ENG 2120, __ENG 2120
- Las Americas: __ANT 1415 (SS), __ANT 1415 (SS), __ANT 1415 (SS), __ANT 1415 (SS)
- You Want to Change the World?: __C I/ITC 210, __C I/ITC 210, __C I/ITC 210, __C I/ITC 210

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

- Anthropology (ANT): __ANT 2210 (SS), __ANT 2210 (SS), __ANT 2210 (SS)
- Appalachian Studies (AP): __APP 2020, __APP 2020, __APP 2020
- Apparel Design and Merchandising (ADM): __ADM 2200 (SS), __ADM 2200 (SS), __ADM 2200 (SS)
- Arabic (ARB): __ARB 2210 (SS), __ARB 2210 (SS), __ARB 2210 (SS)
- Business Education (B Ed): __EDU 2210 (SS), __EDU 2210 (SS), __EDU 2210 (SS)
- Chinese (Chin): __CHIN 2210 (SS), __CHIN 2210 (SS), __CHIN 2210 (SS)
- Commercial Photography (PHO): __PHO 2210 (SS), __PHO 2210 (SS), __PHO 2210 (SS)
- Communication (COM): __COM 2210 (SS), __COM 2210 (SS), __COM 2210 (SS)
- Criminal Justice (C J): __CJ 2210 (SS), __CJ 2210 (SS), __CJ 2210 (SS)
- Dance (DAN): __DAN 2210 (FA), __DAN 2210 (FA), __DAN 2210 (FA)
- Economics (ECO): __ECO 2210 (SS), __ECO 2210 (SS), __ECO 2210 (SS)
- English (ENG): __ENG 2210 (SS), __ENG 2210 (SS), __ENG 2210 (SS)
- Finance (FIN): __FIN 2210 (SS), __FIN 2210 (SS), __FIN 2210 (SS)
- French (FRE): __FRE 2210 (SS), __FRE 2210 (SS), __FRE 2210 (SS)
- Geography (GHY): __GHY 2210 (SS), __GHY 2210 (SS), __GHY 2210 (SS)
- German (GER): __GER 2210 (SS), __GER 2210 (SS), __GER 2210 (SS)
- History (HIS): __HIS 2210 (SS), __HIS 2210 (SS), __HIS 2210 (SS)
- Industrial Design (IND): __IND 2210 (FA), __IND 2210 (FA), __IND 2210 (FA)
- Interdisciplinary Studies (IDS): __IDS 2210 (FA), __IDS 2210 (FA), __IDS 2210 (FA)
- Interior Design (INT): __INT 2210 (SS), __INT 2210 (SS), __INT 2210 (SS)
- Japanese (JPN): __JPN 2210 (SS), __JPN 2210 (SS), __JPN 2210 (SS)
- Languages, Literatures, and Cultures (LLC): __LLC 2210 (SS), __LLC 2210 (SS), __LLC 2210 (SS)
- Latin (LAT): __LAT 2210 (SS), __LAT 2210 (SS), __LAT 2210 (SS)
- Music (MUS): __MUS 2210 (FA), __MUS 2210 (FA), __MUS 2210 (FA)
- Nutrition (NUT): __NUT 2210 (SS), __NUT 2210 (SS), __NUT 2210 (SS)
- Philosophy (PHI): __PHI 2210 (SS), __PHI 2210 (SS), __PHI 2210 (SS)
- Portuguese (POR): __POR 2210 (SS), __POR 2210 (SS), __POR 2210 (SS)
- Psychology (PSY): __PSY 2210 (SS), __PSY 2210 (SS), __PSY 2210 (SS)
- Recreation Management (RM): __RM 2210 (SS), __RM 2210 (SS), __RM 2210 (SS)
- Religious Studies (REL): __REL 2210 (SS), __REL 2210 (SS), __REL 2210 (SS)
- Spanish (SHP): __SHP 2210 (SS), __SHP 2210 (SS), __SHP 2210 (SS)
- Technology (TEC): __TEC 2210 (SS), __TEC 2210 (SS), __TEC 2210 (SS)
- Theatre (THR): __THR 2210 (FA), __THR 2210 (FA), __THR 2210 (FA)
- Watauga Residential College (WRC): __WRC 2210 (SS), __WRC 2210 (SS), __WRC 2210 (SS)
I. GENERAL EDUCATION

(COM 2105 and IDS 3250 taken for the major may count toward General Education: Liberal Studies Experience).

II. MAJOR REQUIREMENTS

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 sb)

(A 2.0 GPA is required in the core courses)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 1200</td>
<td>3</td>
<td>Thinking Through Communication</td>
</tr>
<tr>
<td>COM 2101</td>
<td>3</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>OR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 2105</td>
<td>3</td>
<td>Public Speaking in the Disciplines</td>
</tr>
</tbody>
</table>

Major Courses (24 sb)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 2700</td>
<td>3</td>
<td>Foundations of Advertising</td>
</tr>
<tr>
<td>COM 3155</td>
<td>3</td>
<td>Persuasion (WID)</td>
</tr>
<tr>
<td>COM 3200</td>
<td>3</td>
<td>Internet Communication</td>
</tr>
<tr>
<td>OR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IDS 3250</td>
<td>3</td>
<td>Internet Studies (Gen Ed: LSE)</td>
</tr>
<tr>
<td>COM 3305</td>
<td>3</td>
<td>Communication Law</td>
</tr>
<tr>
<td>COM 3928</td>
<td>3</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>COM 4040</td>
<td>3</td>
<td>International Advertising</td>
</tr>
<tr>
<td>COM 4250</td>
<td>3</td>
<td>Professional Ethics in Advertising</td>
</tr>
<tr>
<td>COM 4400</td>
<td>3</td>
<td>Advertising Campaigns (CAP)</td>
</tr>
</tbody>
</table>

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

Business Emphasis

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 3152</td>
<td>3</td>
<td>Communication in Organizations</td>
</tr>
<tr>
<td>COM 3544</td>
<td>3</td>
<td>Selected Topics in Advertising-Business</td>
</tr>
<tr>
<td>COM 3640</td>
<td>3</td>
<td>Media Planning (Prerequisites: COM 2700)</td>
</tr>
<tr>
<td>COM 4300</td>
<td>3</td>
<td>Media Sales (Prerequisite: Jr/Sr standing and BM/BS in Broadening or COM 3640; or consent of the instructor)</td>
</tr>
</tbody>
</table>

Creative Emphasis

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 2618</td>
<td>3</td>
<td>Intro. Media Publishing (COM major)</td>
</tr>
<tr>
<td>COM 3010</td>
<td>3</td>
<td>Media Graphics</td>
</tr>
<tr>
<td>COM 3302</td>
<td>3</td>
<td>Copywriting for Advertising (Prereq: COM 2700, admitted COM major or COM minor; RC 2001 or its equivalent)</td>
</tr>
<tr>
<td>COM 3545</td>
<td>3</td>
<td>Selected Topics in Advertising – Creative</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

III. MINOR REQUIRED


IV. FREE ELECTIVES

2 sb of free electives outside the major discipline are required.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
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<tbody>
<tr>
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</tbody>
</table>

Major Requirements that may count in Gen Ed:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 2105</td>
<td>3</td>
<td>Liberal Studies Experience</td>
</tr>
<tr>
<td>IDS 3250</td>
<td>3</td>
<td>Liberal Studies Experience</td>
</tr>
</tbody>
</table>

Total Major Hours: 45
Gen Ed: up to: 5
Net Major Hours: 39
Bachelor of Science (BS) 585 A  Program of Study for Communication Majors Communication Studies

I. GENERAL EDUCATION

(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 Edu: LSE (up to six hours).

II. MAJOR REQUIREMENTS

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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com 1200</td>
<td>Intro to Nonverbal Communication</td>
<td>3</td>
</tr>
<tr>
<td>Com 201</td>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>Com 2105</td>
<td>Public Speaking in the Disciplines (Liberal Studies Experience)</td>
<td>3</td>
</tr>
</tbody>
</table>

Major Core (12 sh)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com 2180</td>
<td>Communication Theory (Prerequisite: Com 1200)</td>
<td>3</td>
</tr>
<tr>
<td>Com 2181</td>
<td>Introduction to Rhetorical Theory (Prerequisite: Com 1200)</td>
<td>3</td>
</tr>
<tr>
<td>Com 3341</td>
<td>Communication Ethics (Prerequisites: RC 2001 or its equivalent; Com 1200 or consent of the instructor) WID</td>
<td>3</td>
</tr>
<tr>
<td>Com 3928</td>
<td>Communication Research Methods (Prerequisites: Jr/Sr standing or consent of the instructor)</td>
<td>3</td>
</tr>
<tr>
<td>or Com 3929</td>
<td>Rhetorical Theory and Criticism (Prerequisites: Jr/Sr standing or consent of the instructor)</td>
<td>3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Public Contexts</th>
<th>Professional Contexts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com 2106, 2110, 2121, 2124, 2131, 3310, 3311, 3315, 3341, 3342, 3352, 3354, 3355, 3356</td>
<td>Intro to Nonverbal Communication, Interpersonal Communication, Intercultural Communication, Health Communication, Small Group Communication, Gender Communication, Communication in Organizations, Conflict Management, Selected Topics in Professional Contexts</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com 1600</td>
<td>Fundamentals of Electronic Media</td>
<td>3</td>
</tr>
<tr>
<td>Com 2600</td>
<td>Introduction to Journalism</td>
<td>3</td>
</tr>
<tr>
<td>Com 2610</td>
<td>News Reporting &amp; Writing (Prereg: Com 2600)</td>
<td>3</td>
</tr>
<tr>
<td>Com 2612</td>
<td>Broadcast Newswriting (Prereg: Com 1600)</td>
<td>3</td>
</tr>
<tr>
<td>Com 2618</td>
<td>Intro to Media Publishing</td>
<td>3</td>
</tr>
<tr>
<td>Com 2700</td>
<td>Foundations of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>Com 3010</td>
<td>Media Graphics (Prereg: Com 2618)</td>
<td>3</td>
</tr>
<tr>
<td>Com 3100</td>
<td>Interviewing Methods</td>
<td>3</td>
</tr>
<tr>
<td>Com 3131</td>
<td>Health Comm in Interpersonal Contexts</td>
<td>3</td>
</tr>
<tr>
<td>Com 3132</td>
<td>Health &amp; Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>Com 3200</td>
<td>Internet Communication</td>
<td>3</td>
</tr>
<tr>
<td>Com 3302</td>
<td>Copywriting for Advertising (WID) (Prereg: RC 2300)</td>
<td>3</td>
</tr>
<tr>
<td>Com 3312</td>
<td>Crisis Communication (WID) (Prereg: RC 2001)</td>
<td>3</td>
</tr>
<tr>
<td>Com 3317</td>
<td>Social Media Strategies</td>
<td>3</td>
</tr>
</tbody>
</table>

Capstone Course (3 sh)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com 4432</td>
<td>Communication Studies Seminar (CAP) (Must be an admitted Communication Studies major with senior standing)</td>
<td>3</td>
</tr>
</tbody>
</table>

III. MINOR REQUIRED

9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES

2 sh of free electives outside the major discipline are required.

Suggested COM Electives: Com 2115, Com 3900

Major Requirements that may count in Gen Ed:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com 2121</td>
<td>Integrative Learning Experience</td>
<td>3</td>
</tr>
<tr>
<td>Com 2124</td>
<td>Integrative Learning Experience; SSD or Gen Edu: up to 39</td>
<td>3</td>
</tr>
<tr>
<td>Com 3310</td>
<td>Integrative Learning Experience</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Major Hours: 48

Net Major Hours: 39

(up to six hours from)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>Com 2105</td>
<td>Liberal Studies Experience</td>
</tr>
<tr>
<td>Com 3315</td>
<td>Liberal Studies Experience</td>
</tr>
<tr>
<td>or Com 3300</td>
<td>Liberal Studies Experience</td>
</tr>
</tbody>
</table>
Bachelor of Science (BS)  
Degree Code 525A  
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 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 instructor)
   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; Jr/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 News Writing (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 4320 ___ (3) Broadcast Performance Techniques (Prerequisites: 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.
I. **GENERAL EDUCATION** .......................................................... 44
   (COM 2105, COM 3130 and COM 3500 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 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 2801 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 2616, 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)

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

I. GENERAL EDUCATION  
(COM 2124 and COM 2105 or COM 3315, if taken for the major, may count toward Gen Ed: LSE or ILE. COM 3360 may count toward Gen Ed: LSE.)

II. MAJOR REQUIREMENTS  
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) (Prerequisite: 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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM 3305 ____ (3) Communication Law</td>
<td>COM 3538 ____ (3) Selected Topics in Public Relations</td>
</tr>
<tr>
<td>COM 3312 ____ (3) Crisis Communication (WID)</td>
<td>COM 3620 ____ (3) Principles of Fundraising</td>
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<td>(Prerequisite: RC 2001 or its equivalent)</td>
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<tr>
<td>COM 3320 ____ (3) Audio-Video Production</td>
<td>COM 3315 ____ (3) Political Communication (Gen Ed: Lib. Studies Exp)</td>
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<tr>
<td>COM 3317 ____ (3) Social Media Strategies</td>
<td>COM 3680 ____ (3) Literary Journalism</td>
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Immersion Courses (Choose an additional 6 sh in consultation with your advisor, Suggested Courses:)

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<tr>
<th>Course</th>
<th>Credits</th>
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<tr>
<td>COM 2131 ____ (3) Health Communication</td>
<td>COM 3155 ____ (3) Persuasion (WID)</td>
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<td>(Prerequisite: RC 2001 or its equivalent; COM 1200 &amp; COM 2600, or permission of the instructor)</td>
</tr>
<tr>
<td>COM 2610 ____ (3) News Reporting and Writing</td>
<td>COM 3680 ____ (3) Literary Journalism</td>
</tr>
<tr>
<td>(Prerequisite: COM 1200 &amp; COM 2600, or permission of the instructor)</td>
<td>COM 4101 ____ (3) Speechwriting (Prerequisite: COM 2101 or COM 2105, or permission of the instructor)</td>
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<tr>
<td>COM 2700 ____ (3) Foundations of Advertising</td>
<td>COM 4420 ____ (3) Multimedia Storytelling</td>
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<td>(Prerequisite: RC 2001 or its equivalent)</td>
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<tr>
<td>COM 3117 ____ (3) Environmental Communication</td>
<td>COM 3124 ____ (3) Intercultural Communication (Gen Ed: ILE; SED)</td>
</tr>
<tr>
<td>COM 3151 ____ (3) Gender Communication</td>
<td>COM 3315 ____ (3) Integrative Learning Experience</td>
</tr>
<tr>
<td>(Prerequisite: RC 2001 or its equivalent)</td>
<td>COM 3090 ____ (3) Liberal Studies Experience</td>
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<td>COM 3300 ____ (3) Liberal Studies Experience</td>
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</tbody>
</table>

III. MINOR REQUIRED  
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 sh of free electives outside the major discipline are required.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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Major requirements that may count toward Gen Ed:

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<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM 2105 ____ (3) Liberal Studies Experience</td>
<td>COM 3124 ____ (3) Intercultural Learning Experience</td>
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<tr>
<td>COM 3315 ____ (3) Liberal Studies Experience</td>
<td>COM 3300 ____ (3) Liberal Studies Experience</td>
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<td>Total Major Hrs: 51</td>
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<td>Gen Ed: 9</td>
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<td>Net Major Hrs: 42</td>
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