

Communications CURRICULUM

Majors

Cinema & Television Arts

- Entertainment Media and Society (CTA 2560)
- Writing for Television and Cinema (CTA 3160)
- Studio, Variety and Reality TV Production (CTA 3240) or Cinema Production (CTA 3260)
- The Documentary (CTA 3550) or Film and Television Aesthetics (CTA 3560)
- Advanced Documentary and Nonfiction Production (CTA 4550) or Advanced Narrative Production (CTA 4560)

Communication Design

- Visual Communication (CDE 2580)
- Writing for Visual Media (CDE 3180)
- Web and Mobile Publishing (CDE 3500)
- Design of Visual Images (CDE 3580)
- Design Strategies and Solutions (CDE 4580)

Journalism

- Journalism in a Free Society (JOU 2500)
- Reporting for the Public Good (JOU 3100) or Broadcast News Writing (JOU 3110)
- Multimedia News Production (JOU 3150)
- Editing and Design (JOU 3200) or Television News Reporting (JOU 3510)
- Multimedia Journalism (JOU 4500)

Opening Core

- Communications in a Global Age (COM 1000)
- Media Writing (COM 1100)
- Web and Mobile Communications (COM 2100)
- Creating Multimedia Content (COM 2200)

Media Analytics

- Understanding Audiences (MEA 2600)
- Communicating Media Insights (MEA 3190)
- Applied Media Analytics (MEA 3290)
- Strategies for Emerging Media (MEA 3590)
- Measuring Media Impact (MEA 4600)

Strategic Communications

- Public Relations and Civic Responsibility (STC 2520)
- Strategic Writing (STC 3120)
- Corporate Publishing (STC 3220)
- Strategic Research Methods (STC 3620)
- Strategic Campaigns (STC 4520)

*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 4000)
- Great Ideas: Issues and Research (COM 4970)
- Communications internship (COM 3985)
- Electives (COM, CTA, CDE, JOU, MEA or STC)