

# COMMUNICATIONS CURRICULUM

## MAJORS

### Cinema & Television Arts

- Introduction to Cinema & Television Arts (CTA 2100)
- Writing for Cinema & Television (CTA 2160)
- Entertainment Media Business & Practices (CTA 3000)
- Studio, Variety and Reality TV Production (CTA 3240) or Cinema Production (CTA 3260)
- Documentary & Nonfiction Aesthetics (CTA 3550) or Narrative Aesthetics (CTA 3560)
- Advanced Documentary & Nonfiction Production (CTA 4550) or Advanced Narrative Production (CTA 4560)
- Complete eight hours of elective credit from COM, CDE, CTA, JOU, MEA or STC
- Entertainment Media Issues & Research (CTA 4975)

### Communication Design

- Fundamentals of Design (ART 1120)
- Principles of Communication Design (CDE 2580)
- Introduction to Intermedia & Photography (ART 2600)
- Fundamentals of Typography (CDE 2600)
- Writing & Research in Design (CDE 3180)
- Web & Mobile Design (CDE 3500) or Design & Analytics (CDE 3550)
- Design of Visual Images (CDE 3580)
- Contemporary Practices in Design (CDE 3600)
- Complete eight hours of elective credit from COM, CDE, CTA, JOU, MEA or STC
- Design Strategies and Solutions (CDE 4580)

### Journalism

- News Writing & Reporting (JOU 1100)
- Journalism in a Free Society (JOU 2500)
- Digital News Production (JOU 3150)
- Multiplatform News Editing (JOU 3200)
- Literary Journalism (JOU 3400) or Video & Audio News Production (JOU 3450)
- Reporting in Practice (JOU 3980)
- Complete four hours of JOU elective credit
- Complete four hours of elective credit from COM, CDE, CTA, JOU, MEA or STC
- Investigative Journalism: The Reporting Capstone (JOU 4970)

## OPENING CORE

- Communications in a Global Age (COM 1000)
- Public Speaking (IDS 1150)
- Inclusive Communications (COM 2000)
- Creating Multimedia Content (COM 2200)

### Media Analytics

- News Writing & Reporting (JOU 1100)
- 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)
- Complete eight hours of elective credit from COM, CDE, CTA, JOU, MEA or STC
- Great Ideas: Issues and Research (COM 4970)

### Strategic Communications

- News Writing & Reporting (JOU 1100)
- Foundations of Strategic Communications (STC 2520)
- Brand Identity (STC 2600) or Corporate Publishing (CDE 3220)
- Strategic Writing (STC 3120)
- Strategies for Emerging Media (MEA 3590)
- Strategic Research Methods (STC 3620)
- Strategic Campaigns (STC 4520)
- Complete one of five Business courses
- Complete four hours of elective credit from COM, CDE, CTA, JOU, MEA or STC
- Great Ideas: Issues and Research (COM 4970)

### 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)
- Communications Internship (COM 3985)
- Electives (COM, CTA, CDE, JOU, MEA or STC)
- Capstone Course (Maroon)