

# Mass Communications

## Bachelor of Arts (BA.COMM)

Core Requirements			Credits	Notes/Instructions
College Sem.	Quest for Meaning	CSEM 100	3	†A student may be required to take ENGL 105 and/or MATH 100 based on placement exams administered prior to their first semester at King's College. ENGL 105 and MATH 100 are 3-credit courses and will count as free electives. ††The Intercultural Competence requirement can be satisfied by taking a 100-level language class for 3 credits or participating in an approved Study Abroad experience. (See college catalog for more information) SBM = Satisfied By Major requirement(s) and credit(s) listed below.
Communication & Creative Expression	Writing	ENGL 110†	3	
	Oral Communication	COMM 101	3	
	Literature	ENGL 140-149	3	
	The Arts	ARTS 100-149	3	
Citizenship	History	HIST 100-149	3	
	Intercultural	FREN/GERM/SPAN 100-level or Study Abroad††	3	
	Global Connections	ECON 150-199; GEOG 150-199; HIST 150-199; PS 150-199; SOC 150-199	3	
Quantitative & Scientific Reasoning	Quantitative Reasoning	MATH 120+ or higher level	3	
	Scientific Endeavor	NSCI 100	3	
	Science in Context	NSCI 171-199	3	
	Human Beh. & Soc. Inst	ECON 111, 112; GEOG 101, 102; PS 101, PSYC 101, SOC 101	3	
Wisdom, Faith, & the Good Life	Introduction to Phil.	PHIL 101	3	
	Phil. Investigations	PHIL 170-199; MSB 287	3	
	Theology & Wisdom	THEO 150-159	3	
	Theology & the Good Life	THEO 160-169	3	
<b>Total Core Credits</b>			<b>48</b>	

Major Requirements	Credits	Major Requirements	Credits	Elective <sup>3</sup> / Other Requirements	Credits	
COMM 111	3	COMM Track*	3	HCE 101 Holy Cross Exp.	1	
COMM 115	3	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 131	3	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 233	3	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 237 <sup>PR</sup>	3	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 296 <sup>PR</sup>	3	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 311 <sup>PR</sup>	3	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 490 <sup>PR</sup>	1	COMM Track*	3	Free Elective <sup>3,**</sup>	3	
COMM 493 <sup>PR</sup>	3			Free Elective <sup>3,**</sup>	3	
COMM 499 <sup>PR</sup>	3					
<b>Total Major Credits</b>		<b>28</b>	<b>Total Major Credits</b>		<b>24</b>	
				<b>Total Elective<sup>3</sup> / Other Credits</b>		<b>22</b>

**Total Credits Required for Graduation = 122**

\*Students must choose one of the tracks below:

COMM Track 1		COMM Track 2		COMM Track 3		COMM Track 4	
<b>Broadcast and Social Media</b>		<b>Journalism</b>		<b>Visual and Brand Communications</b>		<b>Video Game Design</b>	
<i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i>		<i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i>		<i>(Must take at least 4 courses (12 credits) from below plus an additional 4 courses (12 credits) from any other track)</i>		<i>(Must take ALL 6 courses (18 credits) below plus an additional 2 courses (6 credits) from any other track)</i>	
COMM 251	COMM 356	COMM 223	COMM 324	COMM 212	COMM 345	COMM 244	COMM 389
COMM 253	COMM 358	COMM 226	COMM 334	COMM 225	COMM 346	COMM 245	CS 115
COMM 336	COMM 360	COMM 320	COMM 335	COMM 243	COMM 369	COMM 388	CS 116
COMM 354	COMM 365			COMM 290	COMM 394		
COMM 355				COMM 325	COMM 396		
				COMM 337	MSB 210		
				COMM 344			

\*\*Students who wish to pursue a **Marketing Minor** or a **Concentration in Marketing** should substitute the following courses as their Free Electives:

Marketing Minor (15 additional credits)		Concentration in Marketing (9 Credits)	
<b>Three 3 Required Courses</b>		<b>MSB 210***</b>	
✓ COMM 115 (req. for Major)	<b>AND three (3) of the following:</b>	MKT 330 or MKT 350	
MSB 210†	MKT 330	MKT 315 or MKT 360 or MKT 390	
MKT 315	MKT 350		
	MKT 360		
	MKT 390		

\*\*\*MSB 210 Principles of Marketing is a prerequisite for all other marketing courses.

# Mass Communications

## Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

Fall		Credits	Spring		Credits
_____	COMM 111 Survey of Mass Communications	3	_____	COMM 131 Writing for Mass Communications	3
_____	COMM 115 Computer Appl. for Mass Comm.	3	_____	COMM 233 Intro. to Visual Communications	3
_____	Core Course <sup>1</sup> (ENGL 110 Academic Writing)	3	_____	Core Course <sup>1</sup>	3
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	HCE 101 Holy Cross Experience	1			
		<b>16</b>			<b>15</b>
Summer		Credits			
Fall		Credits	Spring		Credits
_____	COMM 237 <sup>PR</sup> Mass Communications Law	3	_____	COMM 296 <sup>PR</sup> Mass Communications Practicum	3
_____	COMM Track*	3	_____	COMM Track*	3
_____	COMM Track*	3	_____	COMM Track*	3
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	Free Elective <sup>3,**</sup> or Marketing Minor (MSB 210 <sup>***</sup> )	3	_____	Free Elective <sup>3,**</sup> or Marketing Minor	3
		<b>15</b>			<b>15</b>
Summer		Credits			
Fall		Credits	Spring		Credits
_____	COMM 499 <sup>PR</sup> Mass Communications Internship	3	_____	COMM 311 <sup>PR</sup> Theories & Persp. in Mass Comm.	3
_____	COMM Track*	3	_____	COMM Track*	3
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	Free Elective <sup>3,**</sup> or Marketing Minor	3	_____	Free Elective <sup>3,**</sup> or Marketing Minor	3
		<b>15</b>			<b>15</b>
Summer		Credits			
Fall		Credits	Spring		Credits
_____	COMM 493 <sup>PR</sup> Research Methods in Mass Comm.	3	_____	COMM Track*	3
_____	COMM Track*	3	_____	COMM 490 <sup>PR</sup> ePortfolio for Mass Comm.	1
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	Core Course <sup>1</sup>	3	_____	Core Course <sup>1</sup>	3
_____	Free Elective <sup>3,**</sup> or Marketing Minor	3	_____	Free Elective <sup>3,**</sup> or Marketing Minor	3
		<b>15</b>	_____	Free Elective <sup>3,**</sup> or Marketing Minor	3
					<b>16</b>
<b>Total Credits Required for Graduation = 122</b>					

### NOTES:

\*\*\*MSB 210 Principles of Marketing is a prerequisite for all other marketing courses.

<sup>1</sup>Choose one course from each of the Core Requirements listed on the reverse side.

<sup>2</sup>Course may satisfy both a Major and a Core requirement.

<sup>3</sup>Students may select "free electives" for personal enrichment **OR** for Minor and/or Second Major Requirements.

<sup>PR</sup>Course has a prerequisite – check college catalog.

### General Information:

A student must earn a minimum of 120 credit hours to be awarded the baccalaureate degree. The number of credit hours required for graduation may be higher in certain major programs **or** if the student elects to pursue a second major. Beyond the requirements of the Core Curriculum and of a student's chosen major program, the balances of the credit hours required for graduation are "free electives."