

COMMUNICATION (BA) - MEDIA AND FILM TRACK

Program Overview

This program prepares graduates to enter the fast-changing mass media and film profession, where the convergence of media/film models requires students to work across multiple production platforms. Students develop skills in both traditional and new media production, including lighting, camera operation, audio, social media, collaboration, promotion, and distribution. Through hands-on experience, students create multi-platform media content - such as radio and podcasting, television, digital and social media, and film/video production - and work with industry professionals to refine their creative and technical skills.

Program of Study Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		42
Core Total		42
Field of Study Requirements		
Select 3 hours of the following:		3
COMM 1100	Human Communication	
COMM 1110	Course COMM 1110 Not Found	
Take the following Cultural Communication course:		3
COMM 2115	Intercultural Communication	
Select 12 credits from the following (A Grade of C or better is required for all GFA courses) Only one Field of Study Requirements option can be a GFA course from the following:		12
GFA 1000	Introduction to On-Set Film Production	
GFA 1040	Intro to Film & TV Post-Production	
GFA 1501	Introduction to Live Production, Streaming & Esports	
COMM 2105	Interpersonal Communication	
COMM 2136	Group Communication	
COMM 2137	Introduction to Mass Communication	
COMM 2545	Selected Topics in Communication	
Field of Study Requirements Total		18
Required for the Major		
Take the following courses:		9
COMM 3256	Communication Theories	
COMM 3148	Community, Dialogue, & Advocacy	
COMM 4000	Communication Exit Assessment	
COMM 3259	Communication Research	
Take the following writing courses:		6
COMM 3242	Writing for Media	
COMM 4108	Social and Digital Media Writing	
Take the following Production I courses:		9
COMM 3235	Interactive Media Production	
COMM 3257	Video Production I	
COMM 4257	Video Production II	

Select 3 hours of the following Production II courses:	3
COMM 4258 Video Production III	
COMM 4259 Integrated Web Design	
Select 3 hours of the following Production II courses:	3
COMM 3236 Video Editing	
COMM 3240 Podcasting 1	
Required for the Major Total	30
Program Electives (select 12 hours of the following):	12
COMM 3145 Family Communication	
COMM 3136 Non-Verbal Communication	
COMM 3125 Modern Media and Culture	
COMM 3135 Persuasion	
COMM 3139 Interpersonal Conflict Resolution	
COMM 4107 Communication, Gender, and Sexuality	
COMM 4135 Crisis Communication	
COMM 4555 Selected Topics in Communication	
ENGL 3109 Introduction to Screenwriting	
ENGL 3130 Film Genres and Themes	
General Electives: 18 hrs	18
Select any 1000 level or above courses. Suggested options are COMM and GFA courses. A Grade of C or better is required for all GFA courses.	
Total Credit Hours	120