

# COMMUNICATION ARTS COMPREHENSIVE MAJOR: STRATEGIC COMMUNICATION EMPHASIS

## Program Requirements

A minimum of 51 credits is required including the 9-credit Communication Arts Nucleus:

Code	Title	Credits
<b>Communication Arts Nucleus</b>		
COM 205	Communication Arts I	3
COM 305	Communication Arts II	3
COM 405	Communication Arts Seminar	3
<b>Total Credits</b>		<b>9</b>

And the following:

Code	Title	Credits
BUAD 270	Principles of Marketing	3
COM 151	Introduction to Mass Media (GT-AH2)	3
COM 241	Media Writing	3
COM 264	Introduction to Media Production I	3
COM 274	Public Relations Communication	3
COM 323	Media/ Arts Management	3
COM 346	Multimedia Communication	3
COM 351	Media Theory and Research	3
COM 375	Social Media Skills	3
COM 474	Campaign Planning in Advertising and Public Information	3
COM 499	Internship in Communication Arts	3
DES 173	Foundation Design: Digital Art and Design	3
Select one of the following:		3
COM 371	Small Group and Conflict Management	3
COM 377	Intercultural Communication in the Digital Age	
Select one of the following:		3
BUAD 333	Organizational Behavior	3
BUAD 335	Marketing Communications	
BUAD 345	Consumer Behavior	
PSY 258	Introduction to Personality	3
SOC 380	Social Class, Status, and Power	
<b>Total Credits</b>		<b>42</b>

## Capstone Course Requirement

The following course fulfills the capstone course requirement for the Communication Arts Major: COM 405 Communication Arts Seminar.

## Graduation Requirements

Undergraduate programs require a minimum of 120 semester credits for graduation. Of those 120 credits, 40 credits must be in upper-division courses (those marked 300 and above). Fifteen of these 40 upper-

division credits must be earned in courses that are part of the standard or comprehensive major program being pursued.

Students are expected to review all graduation requirements, which can be found in the Western Undergraduate Catalog: Graduation Requirements (<https://catalog.western.edu/undergraduate/graduation-requirements/>).

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
COM 151	Introduction to Mass Media (GT-AH2)	3
ENG 102	Writing and Rhetoric I (GT-CO1)	3
Gen Ed	General Education (Area I)	3
Gen Ed	General Education (Area II)	4
HWTR 100	First Year Seminar	1
MATH 105 or MATH 140	Mathematics for the Liberal Arts (GT-MA1) or College Algebra (GT-MA1)	3
<b>Credits</b>		<b>17</b>
<b>Spring</b>		
ENG 103	Writing and Rhetoric II (GT-CO2)	3
Gen Ed	General Education (Area I)	3
Gen Ed	General Education (Area II)	4
Gen Ed	General Education (Area III)	3
<b>Credits</b>		<b>13</b>
<b>Year Two</b>		
<b>Fall</b>		
COM 205	Communication Arts I	3
COM 241	Media Writing	3
COM 274	Public Relations Communication	3
Gen Ed	General Education (Area I)	3
Gen Ed	General Education (Area III)	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
ART 173		
COM 264	Introduction to Media Production I	3
BUAD 270	Principles of Marketing	3
Elective	Elective or minor course	6
<b>Credits</b>		<b>12</b>
<b>Year Three</b>		
<b>Fall</b>		
COM 305	Communication Arts II	3
COM 346	Multimedia Communication	3
COM 371 or COM 377	Small Group and Conflict Management or Intercultural Communication in the Digital Age	3
Elective	BUAD/PSY/SOC elective course	3
Elective	Elective or minor course	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
COM 375	Social Media Skills	3
COM 499	Internship in Communication Arts	3
Elective	Elective or minor course	3
Elective	Upper Division Elective course	6
<b>Credits</b>		<b>15</b>
<b>Year Four</b>		
<b>Fall</b>		
COM 405	Communication Arts Seminar	3
COM 351	Media Theory and Research	3
Elective	Upper Division Elective course	9
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
COM 323	Media/ Arts Management	3

2 Communication Arts Comprehensive Major: Strategic Communication Emphasis

COM 474	Campaign Planning in Advertising and Public Information	3
Elective	Elective or minor course	9
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>117</b>