

COMMUNICATION AND MEDIA STUDIES-BA OR BS

THIS IS A **GENERAL** CURRICULUM GUIDE AND IS NOT APPLICABLE TO EVERY STUDENT. IT IS IMPORTANT TO MEET WITH YOUR ADVISOR.**Communication and Media Studies major (45 credits)****School of Communications Core (9 credits)**

- **COM 101 Concepts of Communication** (3)
- **COM 201 Speech** (3)
- **COM 295 Communication Theory** (3)
Prerequisite: COM 101

Capstone (3 credits)

- **COM 495 Issues in Communications** (3)
Prerequisite: Senior Standing

Communication and Media Studies Core (24 credits)

At least 12 credits of Communication Studies Core courses must be at the 300 level or above; the 18 credits must be unduplicated

- ²**COM 202 Critical Interpretation (SWS)** (3) OR
- **COM 203 Argument & Analysis** (3)
- **Communication Studies Core** ____ (3)
- **Communication Studies Core** ____ (3)
- **COM 498 Senior Thesis/Project or COM 490 Internship** (3-6)
- **Communication Studies Core** ____ (3) (300-level or above)
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Communication and Media Studies Core options

- ²COM 202 Critical Interpretation (SWS)
- COM 203 Argument & Analysis
- COM 209 Health Communication Systems
- COM 210 Nonverbal Communication
- ²COM 215 Story Making (SWS)
- COM 220 Media Literacy
- COM 301 Interpersonal Communication

- COM 302 Small Group Communication
- COM 303 Debate
- COM 320 Vision and Culture
- COM 371 Media and Society
- COM 372 Global Communications
- COM 376 Communication Policy and Law

- COM 378 Intercultural Communication
- COM 380 Special Topics
- COM 399 Independent Studies
- COM 438 Communications Ethics
- COM 477 History of Communications Technologies

*Communication and Media Studies Core options may include more than one COM 380 and may include no more than 3 credits in COM 399. Up to 6 COM 490 (Internship) credits allowed in the Core/Major.

Electives (9 credits)

Complete 9 credits of any of the following courses or other advisor-approved course(s)

Electives _____, _____, _____ (9)Communication and Media Studies
(Unduplicated Credits)*

- ²COM 202 Critical Interpretation (SWS)
- COM 203 Argument & Analysis
- COM 210 Nonverbal Communication
- ²COM 215 Story Making (SWS)
- COM 220 Media Literacy
- COM 301 Interpersonal Communication
- COM 302 Small Group Communication
- COM 303 Debate
- COM 320 Vision and Culture
- COM 371 Media and Society
- COM 372 Global Communications
- COM 376 Communication Policy and Law
- COM 378 Intercultural Communication
- COM 380 Special Topics
- COM 399 Independent Studies

- COM 438 Communication Ethics
- COM 477 History of Communications Technologies

Advertising and Public Relations

- CAP 210 Fundamentals of Advertising
- CAP 220 Fundamentals of Public Relations
- CAP 310 Advertising Management and Cases
- CAP 315 Advertising Copywriting
- CAP 320 Public Relations Management and Cases
- CAP 321 Media Relations Writing

Journalism, Broadcasting, & Digital Media

- JBM 184 Introduction to Broadcasting
- JBM 236 News in Society
- ²JBM 256 News Reporting (SWS)

- JBM 265 Introduction to Radio
- JBM 290 Media History
- JBM 316 News Design and Layout

Health Communications

- ²CAP 220 Fundamentals of Public Relations (SWS)
- COM 209 Health Communication Systems
- COM 410 Senior Seminar in Health Com

*Courses cannot count for both Elective credits and Communication and Media Studies Core credits.

Other courses qualify for application to the major but are not listed, see your faculty academic advisor.**Degree: choose one (B.A. or B.S.)****Bachelor of Arts (B.A.)**

- Third semester proficiency (201 level) is required for the B.A. degree. This may be fulfilled through language placement (<http://www.gvsu.edu/ml/language-placement-the-opi-108.htm>) or by completing the courses listed below:
- **Language 101*** (4)
 - **Language 102*** (4) (*150 is a hybrid of 101 & 102 and is recommended for students with previous language background; students may move into Language 201 after completing Language 150). A grade of C or better (not C-) is required.
 - **Language 201** (4) A grade of C or better (not C-) is required.

Bachelor of Science (B.S.)

- **STA 215 Introduction to Statistics** (3)
Prerequisite: **MTH 108+MTH 109, MTH 110, or fulfillment of MTH 110 through Math Placement**
- **COM 374 Qualitative Communication Research Methods** (3)
Prerequisites: COM 101
- **COM 375 Quantitative Communication Research Methods** (3)
Prerequisite: STA 215 and COM 374

OR - ASL 201 (3), ASL 202 (3), ASL 203 (3) and ASL 421 (3)	
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Sample Plan

Year One	Year Three	*Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4-year time span *The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15
COM 101 (3) COM 201 (3) BA or BS Course (3-4) ¹ WRT 130 or 150 (3-4)- Foundation-Writing MTH 110 (4)- if BS	COM Studies Core (3) COM Studies Core (3) COM Studies Core (3) COM Elective (3) BA or BS Course (3-4)	
Year Two	Year Four	
COM 295 (3) ² COM 202 or 203 (3) COM Studies Core (3) COM Elective (3) COM Elective (3) BA or BS Course (3-4)	COM Studies Core (3) COM 495 (3) COM 498 or COM 490 (1-6)	

¹Students who self-place into WRT 120 should take this course in the fall semester and then take WRT 130 in the winter semester of their first year. WRT 150 can take it in either semester during their first year. Students will not need to take WRT 150 if they have earned credit for the course through AP/Dual Enrollment. A grade of C or better (**NOT A C-**) is required in WRT 130 or 150 to satisfy the WRT requirement.

²SWS = Supplemental Writing Skills. Students must complete 2 courses with a SWS attribute.

Guide for Declaring the Communication and Media Studies Major

1. Log into myBanner from the GVSU homepage
2. Once logged in select "Student", "Student Records", and then, "Change Major"
3. Click on the "Change Major 1/Program" box
4. Click on the down arrow in the box next to "New Major 1/Program," from here scroll down and choose "Communication and Media Studies-BA" **OR** "Communication and Media Studies-BS" depending on your degree
5. Click "Submit" and then "Change to New Program"

General Education Overlap
Social and Behavioral Sciences Category: option of selecting COM 201 in School of Communications Core Area of the Communication and Media Studies major.
Mathematical Sciences: STA 215, if selecting the B.S. degree.
Philosophy and Literature: option of selecting COM 202 in the Communication and Media Studies Core.
Identity Issue: option of selecting COM 438 in the Communication and Media Studies Core.
Identity Issue: option of selecting COM 378 in the Communication and Media Studies Core.
Supplemental Writing Skills: option of selecting COM 202, or 203, or 215 in the Communication and Media Studies Core or JBM 256 or CAP 220 in Communication and Media Studies Electives

It is imperative to meet with your faculty advisor and an advisor in the CLAS Academic Advising Center regularly.

The CLAS Academic Advising Center is located in C-1-140 MAK, 616-331-8585.

Online at: <http://www.gvsu.edu/clasadvising>