

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)** (*CLAS Voyage: Embarking*)
- **COM 201 Speech (3)** (*CLAS Voyage: Experiential Learning*)
- **COM 295 Communication Theory (3)**
Prerequisite: COM 101

Capstone (3 credits)

- **COM 495 Issues in Communications (3)** (*CLAS Voyage: Capstone*)
Prerequisite: Senior Standing.

Communication and Media Studies Core (24 credits)

- ²**COM 202 Critical Interpretation (SWS) (3) OR COM 203 Argument & Analysis (3)**
- **Communication Studies Core Elective (3)** (200-level or above)
- **Communication Studies Core Elective (3)** (200-level or above)
- **Communication Studies Core Elective (3)** (300-level or above)
- **COM 498 Senior Thesis/Project OR COM 490 Internship (3-6)** (*CLAS Voyage: Experiential Learning*)
- **Communication Studies Core Elective (3)** (300-level or above)
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Communication Studies Core Elective Options

COM 202 Critical Interpretation (SWS)	COM 302 Small Group Communication	COM 378 Intercultural Communication
COM 203 Argument & Analysis (SWS)	COM 303 Debate	COM 380 Special Topics
HCO 209 Health Communication Systems	COM 320 Vision and Culture	COM 399 Independent Studies
COM 210 Nonverbal Communication	COM 371 Media and Society	COM 438 Communications Ethics
COM 215 Story Making (SWS)	COM 372 Global Communications	COM 477 History of Communications Technologies
COM 220 Media Literacy	COM 376 Communication Policy and Law	
COM 301 Interpersonal Communication		

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

* **Communication and Media Studies Core Elective options may include more than one COM 380 and no more than 3 credits in COM 399.**

* **COM 490 (Internship) can be taken for 3 credits (minimum required) and up to 6.** All internships require a permit for registration. See the internship agreement form on the School of Communication website (www.qvsu.edu/soc).

Elective Area Courses (9 credits)

Choose **three** electives from the list below. Other courses may qualify (see your faculty major advisor for approval).

Elective _____ (3) Elective _____ (3) Elective _____ (3)

Communication and Media Studies	Advertising and Public Relations	Journalism, Broadcasting, & Digital Media	Health Communications
COM 202 Critical Interpretation (SWS)	CAP 210 Fundamentals of Advertising	JBM 184 Introduction to Broadcasting	HCO 209 Health Communication Systems
COM 203 Argument & Analysis (SWS)	CAP 220 Fundamentals of Public Relations (SWS)	JBM 236 News in Society	HCO 410 Senior Seminar in Health Communications
COM 210 Nonverbal Communication	CAP 310 Advertising Management and Cases	JBM 256 News Reporting (SWS)	
COM 215 Story Making (SWS)	CAP 315 Advertising Copywriting	JBM 265 Introduction to Radio	
COM 220 Media Literacy	CAP 320 Public Relations Management and Cases	JBM 290 Media History	
COM 301 Interpersonal Communication		JBM 316 News Design and Layout	
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			

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

Degree: B.A. or B.S. (choose one)

Bachelor of Arts (B.A.)

- Option 1:** Third semester proficiency (201 level) required. This may be fulfilled through the language placement test (<https://www.qvsu.edu/ml/language-testing-8#LPE>) or by completing the courses listed below:
[Language 101*(4), 102*(4) and 201*(4)] or [Language 150*(4) and 201*(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 for language courses*
- Option 2:** American Sign Language (12 credits)
ASL 201(3), ASL 202(3), ASL 203(3) and ASL 421 or 380 (3)

Bachelor of Science (B.S.)


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

Sample Plan

<p>Year One</p> <p>COM 101 (3) COM 201 (3) BA or BS Course (3-4) BA or BS Course (3-4) ¹WRT 120+130 or WRT150 (3-4)</p>	<p>Year Three</p> <p>COM Studies Core (3) COM Studies Core (3) COM Studies Core (3) Elective Area Course (3) BA or BS Course (3-4) (if needed)</p>	<p>Freshman (0-24 credits) Sophomore (25-54 credits) Junior (55-84 credits) Senior (85+ credits) 120 cr. required to earn degree</p> <p>*Students should complete an average of 30 credits per year to earn the required 120cr. to graduate within a 4-year time span</p> <p>*The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15 (12 credits is the minimum required to be full-time)</p> <p>*This sample plan does not account for all general education requirements.</p>
<p>Year Two</p> <p>COM 295 (3) ²COM 202 or 203 (3) COM Studies Core (3) Elective Area Course (3) Elective Area Course (3) BA or BS Course (3-4)</p>	<p>Year Four</p> <p>COM Studies Core (3) COM Studies Core (3) COM 495 (3) COM 498 or COM 490 (3-6)</p>	

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 be taken either semester during the 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 higher (**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 an SWS attribute.

General Education/Major Overlap	
Mathematical Sciences: STA 215 (if selecting BS degree)	Philosophy & Literature: COM 202
Social and Behavioral Sciences: COM 201	Issues: COM 378, COM 438
Supplemental Writing Skills (SWS): COM 202, 203, 215, JBM 256, CAP 220	US Gen Ed: JBM 290
CLAS Voyage:	
Embarking: COM 101	<p>https://www.gvsu.edu/clas/clas-voyage-1184.htm</p> 
Experiential Learning (need two): COM 201, COM 490, COM 498	
Capstone: COM 495	

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"

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>