

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
Communication Arts Nucleus		
COM 205	Communication Arts I	3
COM 305	Communication Arts II	3
COM 405	Communication Arts Seminar	3
Total Credits		9

And the following:

Code	Title	Credits
ART 173	Foundation Design: Digital Art and Design	3
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

Select one of the following: 3

COM 371	Small Group and Conflict Management	
COM 377	Intercultural Communication in the Digital Age	

Select one of the following: 3

BUAD 333	Organizational Behavior	
BUAD 335	Marketing Communications	
BUAD 345	Consumer Behavior	
PSY 258	Introduction to Personality	
SOC 380	Social Class, Status, and Power	

Total Credits 42

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
Year One		
Fall		
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
Credits		17
Spring		
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
Credits		13
Year Two		
Fall		
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
Credits		15
Spring		
ART 173	Foundation Design: Digital Art and Design	3
COM 264	Introduction to Media Production I	3
BUAD 270	Principles of Marketing	3
Elective	Elective or minor course	6
Credits		15
Year Three		
Fall		
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
Credits		15
Spring		
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
Credits		15
Year Four		
Fall		
COM 405	Communication Arts Seminar	3
COM 351	Media Theory and Research	3
Elective	Upper Division Elective course	9
Credits		15
Spring		
COM 323	Media/ Arts Management	3

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COM 474	Campaign Planning in Advertising and Public Information	3
Elective	Elective or minor course	9
Credits		15
Total Credits		120