

# COMMUNICATION AND MEDIA STUDIES (BA)

## Arts and Technologies

The BA in Communication and Media Studies is an interdisciplinary degree that allows students to investigate communication processes and effects from a variety of perspectives. Students receive a broad-based liberal arts education through a series of courses that offers significant opportunities for selecting classes to meet individual interests and needs.

The BA degree provides students with a solid understanding of communication technology, theory, and research methods as part of a common 20 credit core. In addition, students complete a four credit production requirement and a 16 credit option in either Media Studies or Professional Communication. A minimum of 20 credits in the major must be completed at the 3000/4000 level.

## Degree Requirements

Course	Title	Credits
<b>Major Requirements</b>		
CM 2000	Studies in Communication and Media (TECO)	4
CM 2006	Intercultural Communication	4
CM 3645	Communication Theory (WRCO)	4
CM 4655	Communication Research Methods (QRCO)	4
CM 4905	Senior Seminar	4
<b>Production Requirement</b>		<b>4</b>
Courses from this category cannot double count for courses in the Option list.		
Complete one course from the following:		
CM 2750	Introduction to Film and Video Production	
CM 2995	Professional Social Media	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation (INCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3926	Topics in Media Production	
GD 2000	Game Design Principles	
General Education ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> )		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA ( <a href="https://coursecatalog.plymouth.edu/general-education/#MATH">https://coursecatalog.plymouth.edu/general-education/#MATH</a> )	Mathematics Foundations	3-4
CTDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#CTDI">https://coursecatalog.plymouth.edu/general-education/#CTDI</a> )	Creative Thought Direction	3-4

PPDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#PPDI">https://coursecatalog.plymouth.edu/general-education/#PPDI</a> )	Past and Present Direction	3-4
SIDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SIDI">https://coursecatalog.plymouth.edu/general-education/#SIDI</a> )	Scientific Inquiry Direction	3-4
SSDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SSDI">https://coursecatalog.plymouth.edu/general-education/#SSDI</a> )	Self and Society Direction	3-4
Directions (choose from CTDI, PPDI, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> ) <sup>1</sup>		4-8
DICO ( <a href="https://coursecatalog.plymouth.edu/general-education/#DICO">https://coursecatalog.plymouth.edu/general-education/#DICO</a> )	Diversity Connection	3-4
INCP ( <a href="https://coursecatalog.plymouth.edu/general-education/#INCP">https://coursecatalog.plymouth.edu/general-education/#INCP</a> )	Integrated Capstone	3-4
WECO ( <a href="https://coursecatalog.plymouth.edu/general-education/#WECO">https://coursecatalog.plymouth.edu/general-education/#WECO</a> )	Wellness Connection	3-4
GACO ( <a href="https://coursecatalog.plymouth.edu/general-education/#GACO">https://coursecatalog.plymouth.edu/general-education/#GACO</a> )	Foreign Language <sup>2</sup>	6-8
Electives		22-34
<b>Option Requirements</b>		
Complete one from the following required options:		20
Media Studies		
Professional Communication		
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> Directions should total 20 credits (unless the major has a waiver for a specific Direction).

<sup>2</sup> The foreign language requirement for all BA degrees calls for 0-8 credits: one year of one language (6-8 credits); or one 3000/4000 level world language course (3 credits); or being a native speaker of a language other than English (zero credit). American Sign Language I and II fulfill this requirement; however, American Sign Language does not satisfy the Global Awareness Connection.

## Media Studies Option of BA Communication and Media Studies

The Option in Media Studies enables students to explore media history, theory, criticism, and production in relation to a variety of media forms, including film, television, and emerging technologies. Students learn to

effectively analyze, create, and understand the effects of media offerings of all kinds. They are also introduced, through regular course topics and screenings, to a wide range of noteworthy media offerings that have been created and disseminated in various historical eras, including both early and contemporary films, television programs, print and online artifacts, and video games. This course of study is recommended for students who plan careers or graduate study in the fields of advertising, broadcast journalism, film, marketing, media studies, media writing, online communication, print journalism, public relations, television, and related areas.

Course	Title	Credits
<b>Media Studies Option</b>		
CM 2775	Media and Cultural Studies (TECO)	4
Complete two courses from the following:		8
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3006	Analyzing Screen Media (DICO)	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 2945	Social Media: Technology and Culture	
Complete eight credits from the following courses; four credits need to be CM courses; four credits must be 3000/4000 level; courses in the Production Requirement cannot be double-counted in this list:		8
CM 2007	Strategic Communication	
CM 2405	Public Speaking	
CM 2915	Communication and Leadership	
CM 2945	Social Media: Technology and Culture	
CM 2995	Professional Social Media	
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3006	Analyzing Screen Media (DICO)	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation (INCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 3515	Communication, Media, and Wellness (WECO)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3915	Topics in Media Studies	
CM 3926	Topics in Media Production	
CM 3960	Internship	
CM 4915	Independent Study	
EN 2360	Introduction to Film	
EN 3125	Advanced Composition	
EN 3135	Non-Fiction Workshop	
EN 3305	The Craft of Screenwriting: Reading and Writing Screenplays	
EN 3325	Literature into Film	
EN 3595	The Filmmaker's Vision: An Introduction to Film Analysis	
EN 3685	Scriptwriting	
<b>Total Credits</b>		<b>20</b>

## Professional Communication Option of BA Communication and Media Studies

The Option in Professional Communication enables students to explore various approaches to persuasive communication. Students learn to identify and apply theories and techniques that enable effective communication to occur in a variety of professional settings. They complete a series of required courses offered through the Departments of Business and Communication and Media Studies, and they round out their coursework with a range of interdisciplinary courses that correspond with their educational and professional interests. This course of study is recommended for students who plan careers or graduate study in the fields of business, communication, professional writing, promotion, sales, sports information, and related areas.

Course	Title	Credits
<b>Professional Communication Option</b>		
CM 2915	Communication and Leadership	4
Complete two courses from the Professional Communication Option; at least one needs to be 3000/4000 level:		8
CM 2007	Strategic Communication	
CM 2995	Professional Social Media	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
Complete eight credits from the following courses; four credits need to be CM courses; four credits must be 3000/4000 level; courses in the Production Requirement cannot be double-counted in this list:		8
CM 2007	Strategic Communication	
CM 2405	Public Speaking	
CM 2775	Media and Cultural Studies (TECO)	
CM 2945	Social Media: Technology and Culture	
CM 2995	Professional Social Media	
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3006	Analyzing Screen Media (DICO)	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation (INCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 3515	Communication, Media, and Wellness (WECO)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3915	Topics in Media Studies	
CM 3926	Topics in Media Production	
CM 3960	Internship	
CM 4915	Independent Study	
BUS 2300	Business Writing and Presenting (WRCO)	
BUS 1100	Introduction to Marketing and Sales	
MKT 3500	Special Topics in Marketing	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3210	Event Planning and Marketing	
MKT 3140	Creating Effective Marketing Content	
MGM 3450	Organizational Behavior & Team Development (DICO)	

MKT 3450	Sports Marketing and Sales
MKT 3230	Public Relations
MKT 4230	Marketing Management
MKT 4120	Impact Marketing
EN 3125	Advanced Composition
EN 3135	Non-Fiction Workshop

**Total Credits** **20**

## Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

## Required Options in this Major

Complete one option

### Media Studies Option of BA Communication and Media Studies

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

Course	Title	Credits
<b>Year One</b>		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA ( <a href="https://coursecatalog.plymouth.edu/general-education/#MATH">https://coursecatalog.plymouth.edu/general-education/#MATH</a> )	Mathematics Foundations	3-4
CM 2000	Studies in Communication and Media (TECO)	4
CM 2006	Intercultural Communication	4
CTDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#CTDI">https://coursecatalog.plymouth.edu/general-education/#CTDI</a> )	Creative Thought Direction	3-4
PPDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#PPDI">https://coursecatalog.plymouth.edu/general-education/#PPDI</a> )	Past and Present Direction	3-4
GACO ( <a href="https://coursecatalog.plymouth.edu/general-education/#GACO">https://coursecatalog.plymouth.edu/general-education/#GACO</a> )	Foreign Language	6

**Credits** **31-34**

#### Year Two

CM 2775	Media and Cultural Studies (TECO)	4
CM 3645	Communication Theory (WRCO)	4

SIDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SIDI">https://coursecatalog.plymouth.edu/general-education/#SIDI</a> )	Scientific Inquiry Direction	3-4
SSDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SSDI">https://coursecatalog.plymouth.edu/general-education/#SSDI</a> )	Self and Society Direction	3-4
Directions (choose from CTDI, PPDI, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> ) <sup>2</sup>		4-8
DICO ( <a href="https://coursecatalog.plymouth.edu/general-education/#DICO">https://coursecatalog.plymouth.edu/general-education/#DICO</a> )	Diversity Connection	3-4
WECO ( <a href="https://coursecatalog.plymouth.edu/general-education/#WECO">https://coursecatalog.plymouth.edu/general-education/#WECO</a> )	Wellness Connection	3-4
Electives		6

**Credits** **30-38**

#### Year Three

Production Requirement	4
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Courses from this category cannot double count for courses in the Option list

Complete one course from the following:

CM 2750	Introduction to Film and Video Production
CM 2995	Professional Social Media
CM 3095	Technical Communication (TECO,WRCO)
CM 3125	Communicating Through Animation (INCO)
CM 3400	Interactive Web Communication (INCO,INCP)
CM 3675	Journalism in the Digital Age (TECO,WRCO)

#### Media Studies

Complete two courses from the following: 8

CM 2945	Social Media: Technology and Culture
CM 3005	Rhetoric and Semiotics (INCO)
CM 3006	Analyzing Screen Media (DICO)
CM 3485	Global Perspectives in the Media (GACO)
CM 3505	Media Effects

#### Media Studies Option

Complete eight credits from the following courses; four credits need to be CM courses; four credits must be 3000/4000 level; courses in the Production Requirement cannot be double-counted in this list: 8

CM 2007	Strategic Communication
CM 2405	Public Speaking
CM 2915	Communication and Leadership
CM 2945	Social Media: Technology and Culture
CM 2995	Professional Social Media
CM 3005	Rhetoric and Semiotics (INCO)
CM 3006	Analyzing Screen Media (DICO)
CM 3095	Technical Communication (TECO,WRCO)
CM 3125	Communicating Through Animation (INCO)
CM 3400	Interactive Web Communication (INCO,INCP)

CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 3515	Communication, Media, and Wellness (WECO)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 2750	Introduction to Film and Video Production	
CM 3915	Topics in Media Studies	
CM 3926	Topics in Media Production	
CM 3960	Internship	
CM 4915	Independent Study	
EN 2360	Introduction to Film	
EN 3125	Advanced Composition	
EN 3135	Non-Fiction Workshop	
EN 3305	The Craft of Screenwriting: Reading and Writing Screenplays	
EN 3325	Literature into Film	
EN 3595	The Filmmaker's Vision: An Introduction to Film Analysis	
EN 3685	Scriptwriting	
Electives		10
<b>Credits</b>		<b>30</b>
<b>Year Four</b>		
CM 4655	Communication Research Methods (QRCO)	4
CM 4905	Senior Seminar	4
Electives		10-14
<b>Credits</b>		<b>18-22</b>
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> Required for the Option

<sup>2</sup> Directions should total 20 credits (unless the major has a waiver for a specific Direction).

## Professional Communication Option of BA Communication and Media Studies

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

Course	Title	Credits
<b>Year One</b>		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA ( <a href="https://coursecatalog.plymouth.edu/general-education/#MATH">https://coursecatalog.plymouth.edu/general-education/#MATH</a> )	Mathematics Foundations	3-4
CM 2000	Studies in Communication and Media (TECO)	4
CM 2006	Intercultural Communication	4
CTDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#CTDI">https://coursecatalog.plymouth.edu/general-education/#CTDI</a> )	Creative Thought Direction	3-4

PPDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#PPDI">https://coursecatalog.plymouth.edu/general-education/#PPDI</a> )	Past and Present Direction	3-4
GACO ( <a href="https://coursecatalog.plymouth.edu/general-education/#GACO">https://coursecatalog.plymouth.edu/general-education/#GACO</a> )	Foreign Language	6
<b>Credits</b>		<b>31-34</b>
<b>Year Two</b>		
CM 2915	Communication and Leadership	4
CM 3645	Communication Theory (WRCO)	4
SIDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SIDI">https://coursecatalog.plymouth.edu/general-education/#SIDI</a> )	Scientific Inquiry Direction	3-4
SSDI ( <a href="https://coursecatalog.plymouth.edu/general-education/#SSDI">https://coursecatalog.plymouth.edu/general-education/#SSDI</a> )	Self and Society Direction	3-4
Directions (choose from CTDI, PPDI, SIDI, SSDI) ( <a href="https://coursecatalog.plymouth.edu/general-education/">https://coursecatalog.plymouth.edu/general-education/</a> ) <sup>2</sup>		4-8
DICO ( <a href="https://coursecatalog.plymouth.edu/general-education/#DICO">https://coursecatalog.plymouth.edu/general-education/#DICO</a> )	Diversity Connection	
WECO ( <a href="https://coursecatalog.plymouth.edu/general-education/#WECO">https://coursecatalog.plymouth.edu/general-education/#WECO</a> )	Wellness Connection	3-4
<b>Credits</b>		<b>21-28</b>
<b>Year Three</b>		
Production Requirement		4

Courses from this category cannot double count for courses in the Option list.

Complete one course from the following:

CM 2750	Introduction to Film and Video Production	
CM 2995	Professional Social Media	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation (INCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
Complete two courses from the Professional Communication Option; at least one needs to be 3000/4000 level:		8
CM 2007	Strategic Communication	
CM 2995	Professional Social Media	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	

Professional Communication Option

Complete eight credits from the following courses four credits need to be CM courses; four credits must be 3000/4000 level; courses in the Production Requirement cannot be double-counted in this list:

CM 2007	Strategic Communication	
CM 2405	Public Speaking	
CM 2750	Introduction to Film and Video Production	
CM 2775	Media and Cultural Studies (TECO)	
CM 2945	Social Media: Technology and Culture	
CM 2995	Professional Social Media	
CM 3005	Rhetoric and Semiotics (INCO)	
CM 3006	Analyzing Screen Media (DICO)	
CM 3095	Technical Communication (TECO,WRCO)	
CM 3125	Communicating Through Animation (INCO)	
CM 3400	Interactive Web Communication (INCO,INCP)	
CM 3485	Global Perspectives in the Media (GACO)	
CM 3505	Media Effects	
CM 3515	Communication, Media, and Wellness (WECO)	
CM 3675	Journalism in the Digital Age (TECO,WRCO)	
CM 3915	Topics in Media Studies	
CM 3926	Topics in Media Production	
CM 3960	Internship	
CM 4915	Independent Study	
BUS 2300	Business Writing and Presenting (WRCO)	
BUS 1100	Introduction to Marketing and Sales	
MKT 3500	Special Topics in Marketing	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3210	Event Planning and Marketing	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3140	Creating Effective Marketing Content	
MGM 3450	Organizational Behavior & Team Development (DICO)	
MKT 3450	Sports Marketing and Sales	
MKT 3230	Public Relations	
MKT 4230	Marketing Management	
MKT 4120	Impact Marketing	
EN 3135	Non-Fiction Workshop	
Electives		10
<b>Credits</b>		<b>30</b>
<b>Year Four</b>		
CM 4655	Communication Research Methods (QRCO)	4
CM 4905	Senior Seminar	4
INCP ( <a href="https://coursecatalog.plymouth.edu/general-education/#INCP">https://coursecatalog.plymouth.edu/general-education/#INCP</a> )	Integrated Capstone	3-4
Electives		17-18
<b>Credits</b>		<b>28-30</b>
<b>Total Credits</b>		<b>120</b>

## Learning Outcomes

- The ability to read, write, listen, and present in various contexts and for various audiences.
- The ability to understand emerging communication and media technologies, and the complex causes and opportunities of that evolution.
- The ability to analyze and explain the moral, ethical and cross-cultural#dimensions of messages.
- The ability to apply communication and media theories to critically#analyze real-world issues and employ practical, innovative solutions.

## Career Pathways

- Advertising Agent (MyNextMove.org)
- Advertising and Promotion Manager (MyNextMove.org, BLS.gov)
- Archivist (MyNextMove.org)
- Broadcast News Analyst (MyNextMove.org)
- Broadcast Technician (MyNextMove.org)
- Camera Operator (MyNextMove.org)
- Copy Writer (MyNextMove.org)
- Film and Video Editor (MyNextMove.org, BLS.gov)
- Multimedia Artist (MyNextMove.org, BLS.gov)
- Projectionist (MyNextMove.org, BLS.gov)
- Public Relations Specialist
- Publication Editor (MyNextMove.org, BLS.gov)
- Radio and Television Announcer (MyNextMove.org, BLS.gov)
- Reporter (MyNextMove.org)
- Sound Engineering Technician (MyNextMove.org)
- Technical Writer (MyNextMove.org, BLS.gov)

See the U.S. Department of Labor Outlook for a complete list.

### Useful Skills for Jobs in the Communications Field

- Strong written communication skills
- Strong oral presentation skills
- Effective interpersonal communication
- Effective conflict negotiation skills
- Acute Problem-solving abilities
- Perceptive leadership potential
- Independent and Collaborative communication competence
- Understanding of professional/organizational communication structures

<sup>1</sup> Required for the Option

<sup>2</sup> Directions should total 20 credits (unless the major has a waiver for a specific Direction).