

ACADEMIC MAP

Communication & Media Studies - Digital Communication, BAS



Semester 1

COURSE	CR	COMMENTS
COLL 101 ORIENTATION TO COLLEGE	1	
ENGL 101 ~COMPOSITION 1	3	
MATH 120 QUANTITATIVE LITERACY	3	
COMM 105 INTRODUCTION TO MASS MEDIA	3	
CMS 110 BASIC NEWSWRITING	3	
COMM 111 ~FUNDAMENTALS OF SPEECH	3	
TOTAL:	16	



The **Bachelor of Applied Science in Communication and Media Studies with a concentration in Digital Communication** is a four year program that prepares students for a career in

broadcasting, journalism, digital media or marketing. Students gain real broadcasting experience through WVU Parkersburg's campus radio station. Communication professionals shape how people share, receive, and process information. The Bureau of Labor Statistics estimates that roughly 27,400 new positions will open up in the field before 2024.

Semester 2

COURSE	CR	COMMENTS
CS 101 INTRO TO PC APPLICATIONS	4	
ENGL 102 ~COMPOSITION 2	3	
COMM 202 INTERPERSONAL COMMUNICATION	3	
CMS 215 MEDIA WRITING	3	
CMS 219 FUND OF BROADCAST PRODUCTION	3	
TOTAL:	16	



MILESTONE COURSE: These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.



CAPSTONE COURSE: The capstone is a semester-long project that prepares you for the workforce by perfecting your resume, assessing student learning

outcomes, and preparing a portfolio of student work.

Semester 3

COURSE	CR	COMMENTS
CMS 117 INTRO TO SOCIAL MEDIA MGMT	3	
CMS 218 NEWS REPORTING	3	
CMS 221 BROADCAST ANNOUNCING	3	
CMS 225 MEDIA DESIGN I	1	
HUMAN INQUIRY AND THE PAST GENERAL EDUCATION ELECTIVE	3	
TOTAL:	13	



Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

TOTAL DEGREE CREDITS:

120

Semester 4


COURSE	CR	COMMENTS
PHIL 150 INTRODUCTION TO ETHICS	3	
CMS 223 BROADCAST PROGRAMMING	3	
CMS 235 FUNDAMENTALS VIDEO PRODUCTION	3	
CMS 239 BROADCAST NEWS WRITING	3	
CMS 240 MULTIMEDIA REPORTING	3	
TOTAL:	15	

2021-2022

ACADEMIC MAP

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Semester 5

COURSE	CR	COMMENTS
ART 111 DRAWING FOR MAJORS	3	
CMS 230 FUND OF STRATEGIC COMM	3	
CMS 226 MEDIA DESIGN II	1	
COMM 304 HUMAN COMM/RATIONAL DECISIONS	3	
CMS 339 REPORTING PUBLIC AFFAIRS	3	
CMS 329 SPORTS NEWS WRITING	3	
TOTAL:	16	



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Semester 6

COURSE	CR	COMMENTS
FREE ELECTIVE	1	
SOCIETY, DIVERSITY & CONNECTIONS GENERAL EDUCATION ELECTIVE	3	
MATH 211 STATISTICS	3	
COMM 308 NONVERBAL COMMUNICATION	3	
CMS 349 SPORTS REPORTING	3	
CMS 359 BROADCAST REPORTING	3	
TOTAL:	16	



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completion.



CAPSTONE COURSE:

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Semester 7

COURSE	CR	COMMENTS
COMM 404 PERSUASION THEORY & RESEARCH	3	
CMS 425 VIDEO PRODUCTION	3	
CMS 428 MEDIA ETHICS & LAW	3	
SCIENCE COURSE WITH A LAB	4	
*THE ARTS & CREATIVITY GENERAL EDUCATION ELECTIVE	3	
TOTAL:	16	




Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

TOTAL DEGREE CREDITS:

120

Semester 8

COURSE	CR	COMMENTS
COMM 306 HUMAN COMM IN ORGANIZATIONS/INSTITUTIONS	3	
COMM 316 INTERCULTURAL COMMUNICATION	3	
CMS 419 (CAPSTONE) ADV. BROADCAST PRODUCTION	3	 
CMS 440 COMMUNICATION & MEDIA STUDIES INTERNSHIP	3	 
TOTAL:	12	

2021-2022

General Education Courses



To ensure breadth and depth as students meet these broad education goals, the curriculum focuses on six academic "strands."

Composition & Rhetoric	Science & Technology	Math & Quantitative Skill	Society, Diversity & Connections	Human Inquiry & the Past	The Arts and Creativity
ENGL 101	ASTR 106	MATH 120 *	COMM 105	HIST 101	History & Literature of the Arts
ENGL 102	BIOL 101 & BIOL 103 L	MATH 121	COMM 111	HIST 102	
ENGL 107*	BIOL 102	MATH 125 *	COMM 112	HIST 152	ART 101
ENGL 108*	BIOL 104 L	MATH 126	ECON 201	HIST 153	ART 105
	BIOL 107 *	MATH 128	ECON 202	HIST 250 *	ART 106
	BIOL 108 *	MATH 129	FREN 101	PHIL 111	MUSI 170
	BIOL 109 *	MATH 150	FREN 102	PHIL 150 *	THEA 101
	BIOL 115	MATH 155	GEOG 102	PHIL 170	Literature
	BIOL 117	MATH 156	GEOG 240		ENGL 131
	BIOL 171	MATH 211	POLS 102		ENGL 132
	CHEM 111		POLS 220		ENGL 221
	CHEM 115		PSYC 101		ENGL 222
	CHEM 116		PSYC 241		ENGL 241
	CS 101		RELI 231		ENGL 242
	GEOL 101 & GEOL 102 L		SOC 101		ENGL 261
	GEOL 103 & GEOL 104 L		SOC 105		ENGL 262
	GEOL 105 & GEOL 105 L		SOC 221		ENGL 285
	PSCI 111		SOC 232		Applied Arts
	PSCI 112		SPAN 101		ART 109
	PHYS 101		SPAN 102		THEA 102
	PHYS 102				Creative Writing
	PHYS 111				ENGL 213
	PHYS 112				ENGL 214
					ENGL 215

* Serves technical and professional degree programs specific to WVU Parkersburg. Does not transfer to WVU as General Education (March 2018).