

ACADEMIC MAP

Communication & Media Studies - Strategic 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 Strategic Communication** is a four year program that prepares students for a career in

advertising, marketing, public relations or corporate management. The curriculum concentrates on the relationship between organizational communication and the globalized market. You will learn theories and best practices to real-world problems in order to develop effective communication strategies. You will also be introduced to social media strategies and metrics.

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 220 PHOTOGRAPHY	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.



CAREER PLANNING: If you want to work in broadcasting, journalism, public relations, human resources, advertising or graphic design, a communication degree

Semester 3

COURSE	CR	COMMENTS
CMS 117 INTRO TO SOCIAL MEDIA MGMT	3	
CMS 218 NEWS REPORTING	3	
CMS 225 MEDIA DESIGN I	1	
DRAF 122 FUNDAMENTALS OF 3D STUDIO MAX	3	
HUMAN INQUIRY AND THE PAST GENERAL EDUCATION ELECTIVE	3	
TOTAL:	13	

can help you launch a successful career. As a communication professional, you shape the way people share, receive, and process information — an invaluable role that will always be in demand. In fact, the Bureau of Labor Statistics (BLS) estimates that roughly 27,400 new positions will open up in the field before 2024.



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 4

COURSE	CR	COMMENTS
PHIL 150 INTRODUCTION TO ETHICS	3	
CMS 217 ADVANCED SOCIAL MEDIA MGMT	3	
CMS 230 FUND OF STRATEGIC COMM	3	
CMS 239 BROADCAST NEWS WRITING	3	
CMS 240 MULTIMEDIA REPORTING	3	
TOTAL:	15	



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

TOTAL DEGREE CREDITS:

120

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Semester 5

COURSE	CR	COMMENTS
ART 111 DRAWING FOR MAJORS	3	
CMS 226 MEDIA DESIGN II	1	
MKTG 230 PRINCIPLES OF MARKETING	3	
COMM 304 HUMAN COMM/RATIONAL DECISIONS	3	
CMS 317 SOCIAL MEDIA CAMPAIGNS	3	
CMS 360 DIGITAL IMAGING	3	
TOTAL:	16	



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Semester 6

COURSE	CR	COMMENTS
SOCIETY, DIVERSITY & CONNECTIONS GENERAL EDUCATION ELECTIVE (PREFERRED: PSYC 101, SOC 101, SOC 221, OR SOC 105)	3	
MATH 211 STATISTICS	3	
COMM 308 NONVERBAL COMMUNICATION	3	
CMS 410 GRAPHIC DESIGN	3	
CMS 437 STRATEGIC COMMUNICATION WRITING/CASE STUDIES	3	
FREE ELECTIVE	1	
TOTAL:	16	



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completion.



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Semester 7

COURSE	CR	COMMENTS
SCIENCE COURSE WITH A LAB	4	
ARTS AND CREATIVITY ELECTIVE	3	
MKTG 341 ADVERTISING	3	
COMM 404 PERSUASION THEORY & RESEARCH	3	
CMS 428 MEDIA ETHICS & LAW	3	
TOTAL:	16	



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 8

COURSE	CR	COMMENTS
COMM 306 HUMAN COMM IN ORG & INSTITU	3	
COMM 316 INTERCULTURAL COMMUNICATION	3	
CMS 439 (CAPSTONE) STRATEGIC COMMUNICATION CAMPAIGN MGMT.	3	
CMS 440 COMMUNICATION & MEDIA STUDIES INTERNSHIP	3	 
TOTAL:	12	



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

TOTAL DEGREE CREDITS:

120

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).