

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	

2020-2021

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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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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	



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TOTAL DEGREE CREDITS:

120

2020-2021

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	

ADVISING

Once you have decided to pursue this degree, you will be assigned to an advisor who is an expert in the communications and media field you wish to pursue. The advisor can help you choose classes, plan for transfer to the four-year program after you finish your associates degree, and help you track your academic map toward a graduate degree.

INTERNSHIP OPPORTUNITIES

Students will have an opportunity for internships at WPKM and at a variety of local radio and television stations as they develop skills throughout the program.

REAL-WORLD EXPERIENCE

Reaching a listening population of over 170,000 residences, the college radio station offers a variety of musical genres, news/talk and sports shows as well as 24/7 online streaming. Students have opportunities in digital production and announcing; post-production digital audio editing and operation of recording studio equipment.

Graduation Requirements:

- Monitor program progress through My Degree to remain on graduation pathway.
- Complete the 120 hours of credit courses as outlined in the Program of Study.
- Complete at least 30 hours of credit at WVU Parkersburg.
- Maintain a minimum 2.0 cumulative grade-point average (GPA).
- Maintain a minimum of 2.5 cumulative GPA in core required courses (those with CMS prefix).
- Complete and file the graduation application, in OLSIS, within the stated deadlines.