

ACADEMIC MAP

Communication & Media Studies - Digital Communication, BAS



Semester 1

COURSE	CR	COMMENTS
COLL 101 ORIENTATION TO COLLEGE	1	
ENGL 101 ~COMPOSITION 1	3	
COMM 105 INTRODUCTION TO MASS MEDIA	3	
CMS 110 BASIC NEWSWRITING	3	
COMM 111 ~FUNDAMENTALS OF SPEECH	3	
HUMAN COMMUNICATION AND INTERACTION ELECTIVE	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
HUMAN COMMUNICATION AND INTERACTION ELECTIVE	3	
SCIENTIFIC INQUIRY ELECTIVE	4	
ENGL 102 ~COMPOSITION 2	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	
AESTHETICS, CREATIVITY, AND APPRECIATION	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
PEOPLE AND THEIR WORLDS ELECTIVE	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	

2022-2023

ACADEMIC MAP

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Semester 5

COURSE	CR	COMMENTS
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	
PHIL 150 INTRODUCTION TO ETHICS	3	
CMS 329 SPORTS NEWS WRITING	3	
TOTAL:	16	



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Semester 6

COURSE	CR	COMMENTS
PEOPLE AND THEIR WORLDS ELECTIVE	3	
QUANTITATIVE REASONING ELECTIVE	3	
FREE ELECTIVE	1	
COMM 308 NONVERBAL COMMUNICATION	3	
CMS 349 SPORTS REPORTING	3	
CMS 359 BROADCAST REPORTING	3	
TOTAL:	16	



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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 7

COURSE	CR	COMMENTS
COMM 404 PERSUASION THEORY & RESEARCH	3	
CMS 425 VIDEO PRODUCTION	3	
CMS 428 MEDIA ETHICS & LAW	3	
AESTHETIS, CREATIVITY AND APPRECIATION ELECTIVE	3	
SCIENTIFIC INQUIRY ELECTIVE	4	
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	

2022-2023

Foundational Learning Courses (FLCs):

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

Aesthetics, Creativity, and Appreciation	Human Communication and Interaction	People and Their Worlds	Quantitative Reasoning	Scientific Inquiry	Writing and Rhetoric
ART-101	COMM-105	ECON-201	MATH-120	ASTR-106 BIOL-101	ENGL-101
ART-111	COMM-111	ECON-202	MATH-125	BIOL-102	ENGL-102
ENGL-131	COMM-112	GEOG-102	MATH-126	BIOL-103	ENGL-107
ENGL-132	COMM-202	HIST-101	MATH-211	BIOL-104	
ENGL-221		HIST-102		BIOL-107	
ENGL-222		HIST-152		BIOL-108	
ENGL-241		HIST-153		BIOL-109	
ENGL-242		HIST-250		BIOL-115	
ENGL-257		PHIL-111		BIOL-117	
ENGL-261		PHIL-150		BIOL-171	
ENGL-262		PHIL-231		CHEM-111	
ENGL-285		POLS-101		CHEM-115	
MUSI-170		POLS-102		CHEM-116	
THEA-101		PSYC-101		GEOL-101	
		PSYC-241		GEOL-102	
		SOC-101		GEOL-103	
		SOC-107		GEOL-104	
		SOC-221		GEOL-105	
				PSCI-101	
				PSCI-111	
				PSCI-112	
				PHYS-101	
				PHYS-102	
				PHYS-111	