

DEPARTMENT OF ENGLISH, MODERN LANGUAGES, & MASS COMMUNICATION
ALBANY STATE UNIVERSITY
ALBANY, GA 31705
125 Hours Minimum

B.A. IN MASS COMMUNICATION Concentration: Public Relations & Strategic Communication

Name: _____

Ram ID: _____

Area A1: Communication Skills* (6 hours)		Grd	Hr
ENGL 1101	English Composition I or		3
ENGL 1101H	English Composition I Honors		3
ENGL 1102	English Composition II or		3
ENGL 1102H	English Composition II Honors		3
*Minimum grade of "C" required in each course			

Area A2: Quantitative Skills (3 hours*)		Grd	Hr
MATH 1001	Quantitative Reasoning		3
MATH 1111	College Algebra		3
MATH 1112	College Trigonometry		3
MATH 1113	Pre-Calculus		3
MATH 1211	Calculus I		4
*STEM majors who take 4 credits in Area A2 may apply the additional 1 credit in area F			

Area B: Institutional Options (5 hours)			
SELECT ONE BELOW		Grd	Hr
COMM 1000	Cultural Diversity in Communication		2
HIST 1002	Intro to African Diaspora		2
POLS 1105	Current World Problems		2
SELECT ONE BELOW		Grd	Hr
COMM 1100	Human Communication		3
COMM 1110	Public Speaking		3

Area C: Humanities/Fine Arts (6 hours)			
SELECT ONE BELOW		Grd	Hr
ENGL 2111	World Literature I or		3
ENGL 2111H	World Literature I Honors		3
ENGL 2112	World Literature II or		3
ENGL 2112H	World Literature II Honors		3
ENGL 2121	British Literature I		3
ENGL 2122	British Literature II		3
ENGL 2131	American Literature I		3
ENGL 2132	American Literature II		3
ENGL 2141	African American Literature I		3
ENGL 2142	African American Literature II		3
ARTS 1100	Art Appreciation		3
FREN 1001	Elementary French I		3
FREN 1002	Elementary French II		3
FREN 2001	Intermediate French I		3
FREN 2002	Intermediate French II		3
LATN 1001	Elementary Latin I		3
LATN 1002	Elementary Latin II		3
LATN 2001	Intermediate Latin I		3
LATN 2002	Intermediate Latin II		3
MUSC 1100	Music Appreciation		3

Area C: Humanities/Fine Arts		Cont'	
SELECT ONE BELOW		Grd	Hr
JAPN 1001	Elementary Japanese I		3
JAPN 1002	Elementary Japanese II		3
JAPN 2001	Intermediate Japanese I		3
JAPN 2002	Intermediate Japanese II		3
SPAN 1001	Elementary Spanish I		3
SPAN 1002	Elementary Spanish II		3
SPAN 2001	Intermediate Spanish I		3
SPAN 2002	Intermediate Spanish II		3
THEA 1100	Theatre Appreciation		3

Area D: Science, Math, Tech. (10-11 hours)			
NON-STEM MAJORS (10 hours)			
Students must take ONE science course in Area D. The additional TWO courses can be either math or science.			
SELECT ONE BELOW		Grd	Hr
BIOL 1110K*	Intro to Environmental Biology		4
BIOL 1111K*	Intro to Biological Science I		4
BIOL 1112K	Intro to Biological Science II		4
BIOL 2107K*	Principles of Biology I		4
BIOL 2108K**	Principles of Biology II		4
CHEM 1151K*	Survey of Chemistry I		4
CHEM 1152K **	Survey of Chemistry II		4
CHEM 1211K*	Principles of Chemistry I		4
CHEM 1212K**	Principles of Chemistry II		4
PHSC 1011K*	Physical Science I		4
PHSC 1012K*	Physical Science II		4
PHYS 1111K*	Introductory Physics I		4
PHYS 1112K**	Introductory Physics II		4
PHYS 2211K	Principles of Physics I		4
PHYS 2212K**	Principles of Physics II		4
* Cannot use the following combinations for completion of Area D: BIOL 1110 and BIOL 1111; BIOL 2107, BIOL 1110, or BIOL 1111; CHEM 1151 and CHEM 1211; PHSC 1011 and PHYS 1111 or PHYS 2221; PHSC 1012 and CHEM 1151 or CHEM 1211			
** Requires completion of first course in sequence.			

Area D: Science, Math, Tech. NON-STEM MAJORS (10 hours)			
SELECT UP TO TWO COURSES BELOW (OPTIONAL)		Grd	Hr
CSCI 1300	Introduction to Computer Science		3
MATH 1113	Pre-Calculus		3
MATH 1211	Calculus I		4
MATH 2212	Calculus II		4
MATH 2213	Calculus III		4
MATH 2411	Introduction to Statistics		3

Area E: Social Sciences (12 hours)		Grd	Hr
POLS 1101	American Government*		3
SELECT ONE BELOW			Hr
HIST 1111	Survey of World History I		3
HIST 1112	Survey of World History II		3
HIST 2111	Survey of U.S. History I		3
HIST 2112	Survey of U.S. History II		3
SELECT TWO BELOW			Hr
ANTH 1102	Introduction to Anthropology		3
ECON 2105	Principles of Macroeconomics		3
GEOG 1101	Intro to Human Geography		3
HIST 1111	Survey of World History I		3
HIST 1112	Survey of World History II		3
HIST 2111	Survey of U.S. History I		3
HIST 2112	Survey of U. S. History II		3
HIST 2113	Minorities in America		3
POLS 2101	Introduction to Political Science		3
PSYC 1101	General Psychology		3
SOCI 1101	Introduction to Sociology		3
*This course meets the legislative requirement that students complete coursework in the history of Georgia and the United States.			
TOTAL CREDIT HOURS FOR AREAS A-E:			42-43

ABOVE THE CORE (3)			
ASU 1101	First Year Experience		1
HEDP, HLTH, PEDH, PHED	Health & Wellness Requirement*		2
*The health & wellness requirement may be fulfilled by taking one- two (2) credit hour health or wellness course OR two one (1) credit hour health or wellness activity courses.			

AREA F: Program of Study Related (18 Hours)		Grd	Hr
COMM 2000	News Writing and Reporting		3
COMM 2010	Survey of Mass Communication		3
COMM 2020	Writing for the Media		3
COMM 2030	Fundamental Web and Graphics Design		3
Choice of 6 Hours from the following: (Select Courses in Sequence)			
FREN 1001	Elementary French I		3
FREN 1002	Elementary French II		3
GRMN 1001	Elementary German		3
GRMN 1002	Elementary German II		3
SPAN 1001	Elementary Spanish I		3
SPAN 1002	Elementary Spanish II		3

*Foreign Language Requirement – 6 hours total. 3 hours of a foreign language are available in Area C of the Core Curriculum and 6 hours in Area F.
1001-LEVEL Foreign Language
1002-LEVEL Same Foreign Language

AREA G: Major Requirements (24 Hours)		Grd	Hr
COMM 3110	Communication Research and Theory		3
COMM 3160	Foundations of Strategic Communication		3
COMM 3200	Introduction to Public Relations		3
COMM 3210	Writing for Public Relations		3
COMM 4140	Philosophy and Ethics of Communication		3
COMM 4205	Theories and Strategies in Emerging Media		3
COMM 4510	Media Seminar		3
COMM 4570	Internship		3

AREA H: Electives Requirements (18 Hours)			
Electives (18 hours total, 6 courses. 9 hours, 3 courses from each elective section, 3000 and 4000 must be completed.			
(Select 9 Hours from 3000 level courses.)		Grd	Hr
COMM 3150	African American Images in the Media		3
COMM 3250	Intercultural Communication		3
COMM 3270	Broadcast Journalism		3
COMM 3310	Fundamentals of Visual Communication		3
COMM 3360	Media Advertising and Sales		3
COMM 3380	Sports Communication		3
(Select 9 Hours from 4000 level courses.)		Grd	Hr
COMM 4210	PR Cases and Campaigns		3
COMM 4215	PR Management and Administration		3
COMM 4230	Audience Analysis		3
COMM 4240	Crisis Communication		3
COMM 4250	Brand Journalism		2
COMM 4260	International Strategic Communication		3
<i>By permission of the Department Chair only. May substitute for courses in 4000 section only.</i>			
COMM 4530	Directed Study		3
COMM 4550	Special Topics		3

A grade of C or better is required in all courses listed in Areas F through H. Students who receive D or F in COMM and MACO must retake the same course until C or better is obtained.

The Mass Communication Program suggests that students enroll in a minor of 15-18 credit hours from another discipline (Marketing, Business, Theater, Art, etc.). Student may also forgo a minor in another discipline and take COMM electives equaling 15-18 credit hours if they wish. All students MUST declare their intentions to enroll in a minor or take the COMM electives option by receiving prior approval from the Department Coordinator.

The Study Abroad courses – These alternative courses may substitute for predetermined courses in the standard COMM Curriculum if a student participate in the Study Abroad program.

COMM 3280 International Media Research (SA) *

COMM 4280 Cases on Emerging Media (SA) *

*COMM 3280 may substitute for COMM 3110, COMM 3240 or a course in Area H.

*COMM 4280 may substitute for COMM 4205, COMM 4210 or as a course in Area H