

COMMUNICATION ARTS, B.A. – CONCENTRATION IN ADVERTISING/PUBLIC RELATIONS

Requirements

Code	Title	Hours
General Education Program		
Writing (WR)		3
Quantitative Literacy (QR)		3-4
Oral Communications (OC)		3
Fitness/Health (FH)		2-3
Information, Technology & Media Literacy (ITML)		3
Religious Studies (RS)		3
Freshman Seminar (FS)		1
Humanistic & Creative Expression (HCE)		6
Natural & Physical World (NPW)		6-10
Philosophical, Ethical & Moral Dimensions (PEM)		6
Environment & Human Experience (SEH)		6
ECO-1201	Principles of Macroeconomics	
SOC-1000	Principles of Sociology	
World Heritage & Global Perspectives (WHG)		6
Communication Major		
BUS-1001	Organization and Management	3
COM-2000	Mass Communication	3
COM-3200	News Writing	3
IT-2410	Web Design	3
Select one of the following courses:		3
COM-3100	History of Film	
COM-3110	Studies in Film	
Select one of the following courses:		3
COM-3000	Topics in Mass Communications	
COM-3120	History of Television	
COM-3130	Digital Radio Industry	
COM-3300	Television Studio Production	3
COM-3400	Persuasion	3
COM-3410	Advertising	3
COM-3601	Political Communication	3
COM-4410	Creative Advertising	3
Select one of the following courses:		3
COM-4600	Global Communications,"Globalization of Media, Comm..."	
COM-4611	Communications and the Law	
COM-4420	Public Relations in Modern Media	3
COM-4998	Senior Comprehensive Seminar ¹	3
MKT-2201	Marketing	3
Select two of the following courses:		6
MKT-3304	Marketing Management	
MKT-3309	Relationship Management	

MKT-3316	Merchandising	
MKT-3317	Consumer Behavior	
MKT-3330	International Marketing	
SOC-4210	Social Research Methods	3
Liberal Arts (https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts) ²		6
General electives		15
Total Hours		123-129

- ¹ The successful completion of COM-4997 Senior Comprehensive-Tutorial or COM-4998 Senior Comprehensive Seminar satisfies the College's Comprehensive Examination/Thesis requirement
- ² Students pursuing a Bachelor of Arts degree must complete 2/3 of their degree credits (i.e. minimum 90 credits) from courses in the Liberal Arts category. For specific academic subjects, see page 15.

The General Education Program is the academic cornerstone of St. Francis College and affirms its mission to graduate educated, well-rounded students to enter and participate in a changing and culturally diverse world.

As an integrated program of studies, it focuses on developing the skills expected of a liberally educated person. It provides students with a broadly-based foundation outside their areas of specialization, an understanding of how various disciplines intersect and differ, and assists in cultivating a disposition for lifelong learning.

Institutional Learning Outcomes:

1. Demonstrate sensitivity to creative expression
2. Communicate ideas and information through written, oral, visual and digital media
3. Employ critical and analytical skills
4. Value diverse perspectives of the human experience
5. Implement information, technology and media literacy
6. Demonstrate quantitative literacy

Foundation Courses- First Year College (18 credits)

To ensure refinement of basic reasoning and cognitive skills needed for successful completion of any college degree program, the general education program requires 18 credits in foundational courses targeting student learning outcomes (SLOs) in writing; quantitative reasoning; oral communications; information, technology, and media literacy; fitness or health; religious studies; and the Freshman Seminar. Each student is required to successfully complete one course in each of the areas of the First Year College.

Bodies of Knowledge (30 credits)

A selection of 30 credits in broad areas of inquiry, designated as Bodies of Knowledge, allow students the flexibility to gain breadth and depth in a field outside of a major. Each student is required to successfully complete two different courses in each of the five Bodies of Knowledge.