

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

Requirements

Code	Title	Hours
General Education Program		
Understanding College (FS)		
		1
Writing and Presentation (WR11 & OC1)		
		6
Mathematics (QR1)		
		3-4
Information Literacy, Media, and Research (ITML)		
		3
Creative Voices across Cultures (HCE)		
		6
Science at Work (NPW)		
		6-10
Ethics, Reality and Logic (PEM)		
		6
Individual and Societies (SEH)		
		6
ECO-1201	Principles of Macroeconomics	
SOC-1000	Principles of Sociology	
Our World, Past and Present (WHG)		
		6
Personal Wellness (FH)		
		2-3
Religion and Culture (RS)		
		3
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	Globalization of Media, Communication & Technology	
COM-4611	Communications and the Law	
COM-4420	Public Relations in Modern Media	3
COM-4998	Senior Comprehensive Seminar ¹	3
MKT-2201	Introduction to Marketing	3
Select two of the following courses:		
		6
MKT-3304	Marketing Management	
MKT-3309	Relationship Management	
MKT-3316	Fashion and Retail 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.

In keeping with our mission at St. Francis College, the courses you take across the liberal arts ensure that you are well-rounded, able to engage in meaningful thought and conversation both within and outside of your area of expertise, and building a foundation for future success by deepening and broadening your knowledge. Building on First Year Foundations and augmenting your major field of study, the combination of courses in the Bodies of Knowledge prepares you to meet the challenges the world presents to you with intelligence, clarity, and empathy. They will equip you to solve complex problems, contribute to your community, and improve the world you inhabit.

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 (13-14 credits)

St. Francis College's mission, emphasizing Franciscan education, highlights access and opportunities for all students. In your first year at SFC, you will combine key skill development with courses in the liberal arts and in your areas of interest. Each of these courses and categories is essential to your success in college and beyond. Our First Year Foundations program ensures that all students will be equitably prepared to excel and achieve their goals.

Bodies of Knowledge (35 credits)

At St. Francis College, our Franciscan mission states that we "educate the whole person for a full, relational life." This means that we strive, by making certain you take courses across the liberal arts, to ensure that you are well-rounded, able to engage in meaningful thought and conversation both within and outside of your area of expertise, and create success by deepening and broadening your knowledge. Building on First Year Foundations and augmenting your major field of study, the combination of courses in the Bodies of Knowledge prepare you to meet the challenges the world presents to you with intelligence, clarity, and empathy. They will equip you to solve complex problems, contribute to your community, and improve the world you inhabit.