

COMMUNICATION ARTS, B.A.

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 |
| World Heritage & Global Perspectives (WHG) | | 6 |
| Communications Major | | |
| COM-2000 | Mass Communication | 3 |
| Select one of the following courses: | | 3 |
| COM-2040 | Interpersonal Communication | |
| COM-2100 | Acting I: Voice and Movement | |
| Select ONE of the following courses | | 3 |
| COM-3100 | History of Film | |
| | or COM-3111(Studies in Film | |
| COM-3200 | News Writing | 3 |
| COM-3300 | Television Studio Production | 3 |
| COM-3400 | Persuasion | 3 |
| COM-3410 | Advertising | 3 |
| Select four of the following courses: | | 12 |
| COM-4100 | Film Criticism | |
| COM-4200 | Writing for Performance | |
| COM-4300 | Basic Digital Media Production | |
| COM-4330 | Directing | |
| COM-4410 | Creative Advertising | |
| COM-4420 | Public Relations in Modern Media | |
| COM-4600 | Global Communications,"Globalization of Media, Comm..." | |
| COM-4611 | Communications and the Law | |
| COM-4997 | Senior Comprehensive- Tutorial ¹ | 3 |
| Liberal Arts (https://catalog.sfc.edu/catalogue/general-information/academic-life/academic-policies/#liberalarts) ² | | 18 |
| General electives | | 21 |
| 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.

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.