

# MEDIA AND COMMUNICATION, BA - CONCENTRATION IN ADVERTISING AND PUBLIC RELATIONS

Code	Title	Hours
<b>General Education Program</b>		
	Understanding College (FS)	1
	Writing and Presentation (WRI1 & OC1)	6
	Mathematics	3-4
	Information Literacy, Media and Research (ITML)	3
LWP-1000	Introduction to Digital Humanities	
	Creative Voices Across Culture (HCE)	6
FA-1402	Orientation in Art	
	Science at Work (NPW)	6-10
	Ethics, Reality, and Logic (PEM)	6
	Individual and Societies (SEH)	6
COM-2000	Mass Communication	
COM-2015	Mass Media and Society	
	Our World, Past and Present (WHG)	6
	Personal Wellness (FH)	2-3
	Religion and Culture (RS)	3
<b>Media and Communication Major</b>		
COM-1001	Introduction to Media Production	3
COM-2001	Writing for Media	3
Select ONE of the following courses:		3
COM-2040	Interpersonal Communication	
COM-3103	Digital Media Cultures	
COM-2100	Acting I: Voice and Movement	3
COM-2111	Language of Film	3
COM-2300	Media Research Methods	3
COM-3013	Gender, Race & Class in Media Pt. II	3
COM-3200	News Writing	3
COM-4990	Field Experience in Communication Arts	3
Select ONE of the following courses:		3
COM-4996	Capstone Practicum	
COM-4998	Capstone Seminar	
<b>Advertising/Public Relations Concentration</b>		
COM-2002	Introduction to Advertising	3
COM-3102	Advertising and Society	3
COM-3106	Visual Design	3
COM-3400	Persuasion	3
COM-4410	Creative Advertising	3
COM-4420	Public Relations	3
<b>COM Electives</b>		<b>6</b>
<b>General Electives</b>		<b>18</b>
<b>Total Hours</b>		<b>120-126</b>

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.

In keeping with our mission at St. Francis College, the courses you take across the liberal arts ensure that you are well-rounded, able