



Media Studies Major
Bachelor of Science Curriculum Plan
45 Hours

Student	ID#	Advisor
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Program Core (27 Hours)

Required Course	Hours	Transfer/Substitution/Notes	Final Grade
COMM 221: Introduction to Media Studies	3		
COMM 232: Layout and Design	3		
COMM 311: Visual Communication	3		
COMM 322: Persuasion	3		
COMM 331: Video Production I	3		
COMM 354: Media Technologies	3		
COMM 461: Media Literacy	3		
COMM 462: Media Law	3		
COMM 472: Capstone	3		

Students will choose either the Mass Media option or the Social Media option outlined below:

Mass Media Option (18 Hours)

Required Course	Hours	Transfer/Substitution/Notes	Final Grade
COMM 261: Writing and Speaking for the Media I	3		
COMM 342: Writing and Speaking for the Media II	3		
COMM 412: Visual Communication II	3		
COMM 422: Video Production II	3		
COMM 441: Public Discourse	3		
One Elective in COMM, BUAD, or MKTG	3		

Social Media Option (18 Hours)

Required Course	Hours	Transfer/Substitution/Notes	Final Grade
COMM 235: Introduction to Social Media	3		
COMM 340: Social Media/Publishing Strategies	3		
COMM 443: Mobile Media	3		
Elective in COMM, BUAD, or MKTG	3		
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