

COMMUNICATION AND MEDIA ARTS (B.A.)

On the front page, on the home page, on camera, or behind the microphone... these are just a few of the places you'll find University of St. Francis Communication & Media Arts (CMMA) majors.

Communication & Media Arts is a broad field that touches on every aspect of human social behavior. Along with traditional communication theory, media writing, and broadcast/print production, you will learn about new and emerging electronic media. Digital media, wikis, video sharing, podcasts, blogs and social media are altering the way we communicate. In CMMA you will explore the fast-changing fields of advertising, public relations, journalism and broadcasting.

Students are encouraged to "jump in with both feet" from the moment they step on campus by:

- Writing articles or taking photos for the USF Encounter student news magazine
- Filling air shifts on USF's radio station, WCSF 88.7 FM
- Creating graphics for a television or video production
- Producing on-location video news stories
- Designing websites for the community and completing real world projects
- Developing storytelling techniques for social media

Communication and Media Arts Major (66 - 67 credit hours)

Code	Title	Hours
Core Courses		
CMMA 101	Concepts of Communication	3
CMMA 103	Introduction to Communication & Media Arts	3
CMMA 122	Digital Photography	3
CMMA 201	Principles of Public Relations	3
CMMA 213	Writing Across the Media	3
CMMA 235	Radio I	3
CMMA 237	Video I	3
CMMA 251	Multimedia Arts I	3
CMMA 318	Web Page Design	3
CMMA 335	Web Publishing and Platforms	3
CMMA 465	Media Law and Ethics ¹	3
CMMA 485	Communication and Media Arts Portfolio	3

Management Courses

All CMMA Majors select two different management classes supporting their specialization (as per agreement with their CMMA advisor):

CMMA 412	Radio Management (3)
CMMA 413	TV Management (3)
CMMA 414	Newspaper Management (3)
CMMA 415	Media Arts Management (3)

Select one of the following Specializations for 11 or 12 credit hours 24-25 and an additional 4 courses from any of the five other Specializations for 12 more credit hours:

Advertising & Marketing (p.)

Audio (p. 1)	
Visual Communication (p.)	
Media Studies (Graduate School Prep) (p. 1)	
Journalism & Public Communication (p. 1)	
Video (p. 2)	
Total Hours	66-67

¹ Formerly CMMA 460 Ethics of Communication and Media Arts & CMMA 470 Law and Regulations of Communication and Media Arts.

Advertising & Marketing Specialization

Code	Title	Hours
CMMA 293	Applied Public Relations Techniques	3
CMMA 475	Nonprofit Advertising and Communication	3
MKTG 175	Principles of Marketing	3
MKTG 275	Advertising and Promotion	3
Total Hours		12

Audio Specialization

Code	Title	Hours
CMMA 135	Announcing and Performance	3
CMMA 236	Radio II	3
DARA 101	Digital Audio Recording I	3
DARA 102	Live Sound Recording	2
Total Hours		11

Visual Communication Specialization

Code	Title	Hours
CMMA 222	Digital Photography Editing	3
CMMA 337	Video Editing	3
CMMA 351	Multimedia Arts II	3
CMMA 451	Multimedia Arts Seminar	3
Total Hours		12

Media Studies (Graduate School Prep) Specialization

Code	Title	Hours
CMMA 100	Media Literacy	3
CMMA 303	Gender and Communication Seminar	3
CMMA 403	Myth and Mass Communication Seminar	3
ENGL 400	Critical Theory (or Approved Critical Theory Course)	3
Total Hours		12

Journalism & Public Communication Specialization

Code	Title	Hours
CMMA 214	Writing Across the Media II	3
CMMA 301	Public Relations Case Studies and Practices	3
CMMA 313	Writing Across the Media III	3
CMMA 475	Nonprofit Advertising and Communication	3
Total Hours		12

Video Specialization

Code	Title	Hours
CMMA 330	Special Effects and Animation	3
CMMA 337	Video Editing	3
CMMA 338	Documentary (formerly known as: Electronic Field Production)	3
CMMA 340	Video II	3
Total Hours		12

Note: Qualified CMMA majors are strongly encouraged to take internships hours

Code	Title	Hours
CMMA 498	Internship in Communication and Media Arts	3-15
Total Hours		3-15

Students work with their advisors in selecting additional elective credits to fulfill the 120 credit hours required for graduation.