

COMMUNICATION AND MEDIA ARTS (B.A.)

Students majoring in Communication and Media Arts study a core set of courses including basic communication concepts, mass media (print, Web, radio, and television), public relations, media ethics, law, photography, graphic design, and digital media production. Students also select specialized course sequences that allow them to focus on areas of interest.

Students are encouraged to combine practical experiences with their college curriculum. All students have an opportunity to participate in the campus media, and those individuals who meet departmental guidelines may elect internships in newspaper, radio, graphics, web, and video organizations, or in a variety of other professional settings such as advertising, public relations and governmental agencies and non-profit organizations.

The Communication and Media Arts program was developed for students who intend to have a career in the field or who desire a program that offers both a concentration in one professional area as well as a broad-based communication background.

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):		6
CMMA 412	Radio Management (3)	
CMMA 413	TV Management (3)	
CMMA 414	Newspaper Management (3)	
CMMA 415	Media Arts Management (3)	
Select two of the following Specializations:		24-25
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.

NOTE: Aesthetic Awareness Liberal Education Requirement should be ARTD 101 2-D Design Principles, Numerical Understanding Math requirement should be either MATH 105 Introduction to Statistics except for Data Visualization Information Design, which then should be MATH 175 Statistics

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 103	Live Sound Production	2
Total Hours		11

Visual Communication Specialization

Code	Title	Hours
CMMA 351	Multimedia Arts II	3
CMMA 451	Multimedia Arts Seminar	3
ARTD 151	Introduction to Drawing	3
ARTD 209	Typography I	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 340	Video II (formerly known as: CMMA 239)	3
CMMA 337	Video Editing	3
CMMA 338	Documentary (formerly known as: Electronic Field Production)	3
ARTD 360	Film & Photo Visual Culture	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.