



2024-2025

COMMUNICATION MAJOR, B.A.

Communication & Theater Arts Department, School of Communication Arts

The Communication program gives students the theory and practice necessary to communicate effectively across appropriate channels in multiple environments. Rooted in the ancient traditions of oratory and rhetoric as well as modern social scientific research, Communication majors at Asbury can concentrate their studies in public relations, leadership, or international communications. Communication is the number one skill sought in job interviews, is vital for nearly every human interaction, and is relevant for a broad range of vocations.

To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.

MAJOR REQUIREMENTS (46-53)

(20 Core + 26-33 Concentration)

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Includes courses like Interpersonal Comm, Narratives/Ideology Film & TV, Intro to Comm Theory, etc.

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Includes Social Media Marketing, Video Journalism, Interactive Media I.

Choose two Interdisciplinary courses:

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists various interdisciplinary options like Intro to Photography, Graphic Design II, etc.

REQUIRED CONCENTRATION (choose one of four):

COML - LEADERSHIP (26)

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists leadership courses like Principles of Management, Agency Practicum, etc.

COMI - INTERNATIONAL COMMUNICATION (27)

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists international communication courses like Leadership Skills, Intercultural Communication, etc.

Choose two Communication courses:

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists communication courses like Social Media & Emerging Tech, Public Relations Theory/Practice, etc.

Choose a Production course:

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists production courses like Video Journalism, Single Camera Production.

Choose one Leadership course:

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists leadership courses like Human Resource Management, Leadership in Ministry, etc.

Choose 6 hours from Cultural courses:

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists cultural courses like Christianity/World Religion, Strategy Intercultural Comm, etc.

COMM - SOCIAL MEDIA (27)

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists social media courses like Graphic Design I*, Agency Practicum, etc.

Choose 9 hours from Interdisciplinary courses:

Table with 4 columns: Credits, Course Code, Course Number, Course Title. Lists interdisciplinary courses like Graphic Design I*, Intro to Photography*, etc.

COMP - PUBLIC RELATIONS (33)

__ 3	ART	254	Graphic Design I*
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 1	COM	200	Agency Practicum
__ 3	COM	261	Social Media/Emerging Tech
__ 3	COM	281	Public Relations Theory/Practice
__ 3	COM	342	Communication Campaigns
__ 3	COM	351	Persuasion
__ 3	COM	431	PR Management & Strategy
__ 3	JRN	110	Foundations of Journalism
__ 3	MKT	241	Principles of Marketing

Choose two Media courses:

	ART	452	Graphic Design II
	COM	251	Intercultural Communication
	COM	461	Social Media Marketing
__ 3	JRN	207	Journalism Design
	JRN	343	Photojournalism
	MC	212	Writing for the Media
	MC	225	Interactive Media I
__ 3	MC	302	Single Camera Production
	MC	308	Broadcast News
	MC	393	Seminar
	MC	428	Special Events
	MKT	441	Marketing Research

COMC - SPORT COMMUNICATION (33)

__ 3	COM	251	Intercultural Communication
__ 3	COM	281	Public Relations Theory/Practice
__ 3	COM	342	Communication Campaigns
__ 3	COM	461	Social Media Marketing
__ 3	JRN	110	Foundations of Journalism
__ 3	JRN	214	Video Journalism
__ 3	JRN	303	Features & Opinions
__ 3	SPM	330	Sport Communication

Choose one Marketing course:

	MKT	343	Fund. Professional Selling
__ 3	SPM	340	Sport Marketing

Choose two Media courses:

	ART	254	Graphic Design I*
__ 3	MC	211	Media Performance
	MC	225	Interactive Media
__ 3	MC	308	Broadcast News
	MC	326	Sports Storytelling

PLUS FOUNDATIONS REQUIREMENTS (50-53)

(3 hours Foundations Integration satisfied by required major courses for all Concentrations. *3 hours Fine Arts satisfied by required major courses for COMM & COMP or potentially met by optional courses in pools for COMI & COMC.)

Plus electives needed for the 124 hour degree requirement (18-25, depending on Concentration)