



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)

| | | | |
|------|-----|-----|---------------------------------|
| __ 3 | COM | 220 | Interpersonal Comm |
| __ 3 | COM | 221 | Narratives/Ideology Film & TV |
| __ 3 | COM | 271 | Intro to Comm Theory |
| __ 3 | COM | 331 | Group Comm & Leadership |
| __ 4 | COM | 340 | Researching the Big Idea __ Lab |
| __ 1 | COM | 375 | Junior Seminar |
| __ 3 | COM | 435 | Internship |

REQUIRED CONCENTRATION (choose one of four):

COML - LEADERSHIP (26)

| | | | |
|------|-----|-----|-----------------------------|
| __ 3 | BU | 211 | Principles of Management |
| __ 1 | COM | 200 | Agency Practicum |
| __ 1 | COM | 200 | Agency Practicum |
| __ 3 | COM | 230 | Leadership Skills |
| __ 3 | COM | 251 | Intercultural Communication |
| __ 3 | COM | 351 | Persuasion |
| __ 3 | ID | 450 | Project Management |

Choose two Communication courses:

| | | | |
|------|-----|-----|----------------------------------|
| __ 3 | COM | 261 | Social Media & Emerging Tech |
| __ 3 | COM | 281 | Public Relations Theory/Practice |
| __ 3 | COM | 342 | Communication Campaigns |
| __ 3 | MC | 225 | Interactive Media |

Choose one Leadership course:

| | | | |
|------|-----|-----|-----------------------------|
| __ 3 | BU | 331 | Human Resource Management |
| __ 3 | CM | 411 | Leadership in Ministry |
| __ 3 | ENG | 300 | Writing for the Marketplace |
| __ 3 | SOC | 201 | Inequalities in Society |
| __ 3 | SOC | 353 | International Social Issues |

COMM - SOCIAL MEDIA (27)

| | | | |
|------|-----|-----|------------------|
| __ 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 | 351 | Persuasion |
| __ 3 | COM | 461 | Social Media Marketing |
| __ 3 | JRN | 214 | Video Journalism |
| __ 3 | MC | 225 | Interactive Media I |

Choose two Interdisciplinary courses:

| | | | |
|--------|-----|-----|-----------------------------------|
| __ 3-4 | ART | 266 | Intro to Photography |
| __ 3-4 | ART | 452 | Graphic Design II |
| __ 3-4 | COM | 251 | Intercultural Communication |
| __ 3-4 | COM | 281 | Public Relations Theory/ Practice |
| __ 3-4 | COM | 342 | Communication Campaigns |
| __ 3-4 | JRN | 110 | Foundations of Journalism |
| __ 3-4 | JRN | 343 | Photojournalism |
| __ 3-4 | MC | 212 | Writing for the Media |
| __ 3-4 | MKT | 241 | Principles of Marketing |

COMI - INTERNATIONAL COMMUNICATION (27)

| | | | |
|------|-----|-----|-----------------------------|
| __ 3 | COM | 230 | Leadership Skills |
| __ 3 | COM | 251 | Intercultural Communication |
| __ 3 | SOC | 353 | International Social Issues |

Choose a Production course:

| | | | |
|------|-----|-----|--------------------------|
| __ 3 | JRN | 214 | Video Journalism |
| __ 3 | MC | 302 | Single Camera Production |

Choose 6 hours from Cultural courses:

| | | | |
|------|-----|-----|---|
| __ 3 | ICS | 201 | Christianity/World Religion |
| __ 3 | ICS | 311 | Strategy Intercultural Comm |
| __ 3 | ICS | 322 | Contextualization: Christianity/Culture |
| __ 3 | PS | 301 | Comparative Politics |

Choose 9 hours from Interdisciplinary courses:

| | | | |
|------|-----|-----|----------------------------------|
| __ 3 | ART | 254 | Graphic Design I |
| __ 3 | ART | 266 | Intro to Photography |
| __ 3 | COM | 261 | Social Media & Emerging Tech |
| __ 3 | COM | 281 | Public Relations Theory/Practice |
| __ 3 | PS | 302 | International Relations |
| __ 3 | PSY | 342 | Cross-Cultural Psychology |

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 (53)

(3 hours Foundations Integration satisfied by required major courses.)

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