

Fine Arts Division

**Communications**

**Department**

**Student Handbook**



**2016-2017**

## FULL-TIME FACULTY

### **Ms. Paula Bennett ~ Associate Professor of Communications**

Paula.Bennett@mobap.edu; 314-744-5350

When Professor Bennett teaches Broadcast Media courses she is drawing upon her 26 years of engineering experience with KSDK, Channel 5—St. Louis. In addition to her work at KSDK, Ms. Bennett has assisted with the production of St. Louis baseball, football and hockey broadcasts. She also did freelance work on a PBS television series. Besides overseeing *MBU Timeline: broadcast*, Professor Bennett supervises the University's production studio and video projects. She holds a bachelor's degree from Louisiana State University and a master's degree from the University of Southern Mississippi.

### **Mrs. Kasey Cox ~ Instructor of Communications and Theatre**

Kasey.Cox@mobap.edu; 314-392-2111

Kasey Cox is a 2010 graduate of Missouri Baptist University with a degree in Musical Theatre and a 2014 graduate of Fontbonne University with a Master of Arts in Theatre. She has participated in over sixty full-length productions ranging from high school to community to collegiate to professional. She was the Artistic Director and founder of Acting Out!, Cape Girardeau, MO's premiere theatre company, from 2013-2015 and currently serves on the board of Silhouette Productions in St. Louis. She is an active member of the Speech & Theatre Association of Missouri and EdTA and has presented at a local and statewide level. Kasey has been participating as an actor and a director in drama ministry for 16 years, training with nationally recognized ministries such as The Applied Theatre Center, New Life Drama Company, and Youth With a Mission. She has performed in churches across the country using methods ranging from scenes to human videos to Augusto Boal's Theatre of the Oppressed. She currently directs In Character, Missouri Baptist University's drama ministry team, and teaches courses such as Speech Communication, Applied Public Speaking, Understanding Human Communication, History of Theatre I & II, Drama in Ministry, and Oral Interpretation of Literature.

### **Dr. C. Allin Means ~ Professor of Journalism and Communications**

Allin.Means@mobap.edu; 314-744-7602

Dr. Means brings more than 30 years of experience to his teaching position at Missouri Baptist University, spending 12 years in the newspaper business before entering higher education in 1998. After graduating from Baylor University in 1986 with a bachelor's degree in Journalism and a minor in Radio/TV/Film, Means did nearly everything in the newspaper business from reporter to editor, and all points in between, before going back to school and earning his master's degree from the University of West Florida in 1998. After teaching and directing journalism programs at Morris College and Southeastern Oklahoma State University, Means went back to school and earned his doctorate in mass communication from the University of Southern Mississippi, where he also taught journalism courses. Dr. Means went on to teach and conduct research at Baylor University before joining MBU in fall 2011. Teaching journalism is Dr. Means' passion and he is glad to be at a Christian university that cultivates learning and faith.

### **Mrs. Amanda Staggenborg ~ Assistant Professor of Public Relations and Communications**

Amanda.Staggenborg@mobap.edu; 314-744-5365

Amanda Staggenborg has extensive experience in almost every type of public relations, including corporate, non-profit and government. She has worked at the Missouri Division of Tourism, a private St. Louis school and has consulted for various St. Louis restaurants and the St. Louis Science Center. She holds a B.A in Political Science and an M.A. in Public Relations. She is a member of the Public Relations Society of America, the International Association of Business Communicators and the St. Louis Women in Media. She is an accomplished public speaker and has given several keynote presentations on various aspects of communications, including crisis communications, social media communications management and internal public relations. Mrs. Staggenborg teaches courses including Media Law and Ethics, Public Relations Writing, Strategic Communications, Media Interviewing, and Senior Communications Seminar.

## STAFF & PART-TIME FACULTY

Sarah Dickey (Fine Arts Administrative Assistant) - Sarah.Dickey@mobap.edu

Ricky Janzen (Communications Studio Manager) - Ricky.Janzen@mobap.edu

Amy Johnson (Speech Communications) - Amy.Johnson@mobap.edu

Mark Roach (Principles of Sound, Studio Recording, Advanced Audio Editing) - mark@rewiredcreative.com

Laurel Siemers (Speech Communications) - Laurel.Siemers@mobap.edu

## STUDENT MEDIA

### MBU TIMELINE

[www.mbutimeline.com](http://www.mbutimeline.com)

*MBU Timeline* is a 24/7 multi-media news network for campus news and information. This student-produced website is updated regularly to offer the MBU community news and feature stories, images and video. Communications students serve as content producers and editors for *MBU Timeline*. All MBU students are encouraged to contribute story ideas and articles.

*MBU Timeline* generates thousands of hits each month at: [www.mbutimeline.com](http://www.mbutimeline.com).

- **MBU TIMELINE:** broadcast

This is a campus information television program that airs before Chapel each Thursday and also on the *MBU Timeline* website, [www.mbutimeline.com](http://www.mbutimeline.com). The broadcast was created to increase awareness of campus events, to spotlight people and organizations on campus and to offer students an opportunity to produce original video.

The Studio Production classes (COMM 483-A/B) are responsible for recording the broadcast. However, all MBU students are encouraged to contribute story ideas and amateur video.

Auditions for anchor positions are held during the first two weeks of fall and spring semesters. Students desiring to become an anchor must be available from 10-11:30 a.m. on two Tuesdays a month for the entire semester.

- **MBU TIMELINE:** newsroom

This is a multi-media news outlet that enables students in various Journalism classes to have their work published to the website, [www.mbutimeline.com](http://www.mbutimeline.com). Students from Journalism classes and from across campus write news and feature stories, opinion columns, blogs, critical reviews and analyses, and have their work posted to the website for thousands of visitors to read. Students also contribute still images to galleries and shoot video news pieces.

- **MBU TIMELINE:** podcast

MBU'S podcast provides students opportunities to learn practical aspects of radio production coupled with broadcasting and web streaming. Students practice on-air techniques and radio production skills in a professional atmosphere. Students may enroll in Radio Production (COMT 383) in the spring semester of odd years to receive three hours credit for their involvement in the podcast. The radio team consists of a production manager, on-air talent and writers who create a 15-minute weekly program that is available during the academic year.

- **MBU TIMELINE:** social media

This is an avenue of *MBU Timeline* that reaches students where they live, offering content through Twitter, Facebook, YouTube, Instagram and other social media popular in today's media environment. Students are able to post more informal and conversational content that connects site visitors to other stories on the website and also to each other in an online community.

## MEDIA TALK

*MBU Communications Media Talk* is a free speaker series event held in November and February. The series was launched four years ago to further inspire communications students by showcasing interdisciplinary professionals at the top of their fields. Two advanced Media Interviewing students are chosen to interview a communications professional in the Performance Hall in front of a public audience. The MBU Media Talk is directed by Amanda Staggenborg, Assistant Professor of Public Relations and Communications.

### **Media Talk speakers:**

Ron Watermon – St. Louis Cardinals Vice-President of Communications  
Chief Sam Dotson – St. Louis Police Chief  
Captain Gregory Favre – St. Louis Fire Captain and Spokesperson  
Cheresse Pentella – Neiman Marcus Public Relations Manager  
Ron Jacober – KSDK and KMOX Sportscaster and Sports Director  
Frank Cusumano – KSDK Sportscaster  
Marc Abel – Vice-President of Weber Shandwick  
Bill McClellan – St. Louis Post-Dispatch columnist

## COMMUNICATION INTERNSHIPS (COMJ 473, COMM 473, COMR 473, COMT 473)

Interning is a vital part of your college experience. All communication majors are required to complete at least one internship of 135 work hours. Students must have completed their core requirements and have attained junior standing prior to interning. The internship experience is designed to expose you to the disciplines and skills required of communication professionals.

As you begin your communications education you should be thinking about what you hope to be doing after you graduate. Those goals will assist you in identifying a suitable internship. The semester prior to your internship, you should consult the internship supervisor of your choice about internship opportunities.

While your adviser is responsible for registering you for your internship, he or she may also serve as your MBU Faculty Internship Coordinator. However, you may select any Communications faculty member to supervise your internship. In considering a coordinator, you should choose a faculty member whose expertise and background best matches your professional aspirations. After you have chosen a faculty coordinator, he or she becomes your internship liaison. All internship-related paperwork is supervised by your MBU Faculty Internship Coordinator.

Internship Packets can be obtained from any Communications professor. Before you can be officially registered in COMJ 473, COMM 473, COMR 473 or COMT 473, the Internship Contract from the packet must be submitted to the MBU Records Department prior to the drop/add date of the semester the student intends to complete the internship.

## ACADEMIC ADVISING

Academic advising is an opportunity for you to connect with a faculty member one-on-one. You and your adviser will work together to create an individual academic master plan to complete your education requirements. This will assist you in planning each semester's schedule.

To complete all requirements for graduation in an efficient and timely manner, it is essential that you work with your adviser to schedule classes in their required order. Failure to schedule classes in the proper sequence (or dropping scheduled classes) may cause you to miss your targeted graduation date.

As a part of the advising process, you are responsible for:

- Making your own decisions based upon information and advice available.
- Understanding degree and program requirements as outlined in the MBU catalog.
- Seeking out degree sheets and information related to planning your academic program.
- Consulting your master academic plan before meeting with your adviser.
- Arranging advising appointments.

Making an appointment for a Graduation Check with the Director of Records in the first semester of your junior year.

## ATTENDANCE POLICY

In communications courses, concepts and skills build upon each other. Mastering these is dependent on your consistent participation in classroom learning. Therefore, your attendance and active participation are vital. With that in mind, the Communications Department has established the following attendance policy:

- For a MWF class, you are allowed up to four unexcused absences.
- For a TTH class, you are allowed up to three unexcused absences.

After that, your final grade will be lowered 10 percentage points per absence.

Classes start at the scheduled time. Plan to arrive on time and stay for the entire class. Arriving late or leaving early will count toward your unexcused absences. For every three times you are tardy or leave early, you will be marked as having an unexcused absence.

There are times when you will need to miss a class. For an absence to be considered excused and not marked as unexcused it must be for the following reasons:

- A legitimate Missouri Baptist University-sponsored activity.
- A documented medical situation.
- A documented funeral for an immediate family member.

If you miss class for a legitimate Missouri Baptist University-sponsored activity, you are required to turn in work or take exams prior to leaving campus. All activities must be discussed with the professor at least three days in advance. Do not assume professors have been notified of your absence by another department, professor or coach. It is your responsibility to inform your professor of any conflicts (in writing). If you need to miss a class, you are responsible for getting notes and assignments from your classmates.

## GRADE APPEALS

If a student believes he or she has received a course grade that is not reflective of the quality of work put forth in accordance with the expectations outlined in the course syllabus, the following procedure provides a way for that student to appeal the grade and address his or her concerns. However, the student should not assume that any grade appeal will be successful.

The first step is to contact the instructor upon posting of the final course grade. Final course grades are posted online through myMBU the week following the end of the course. In the event that the instructor is no longer employed by the University, the grade appeal will be determined by the Division Chair. This first step should be completed in writing by letter or e-mail no later than 30 days after the beginning of the semester following the one in which the disputed final grade was received (30 days into the spring semester for a fall or winterim course or 30 days into the fall semester for a spring or summer course). The appeal must be factually based and the evidence for the appeal clearly explained. An appeal may be based on one of the following standards: (1) the recorded grade is an error or (2) the grade determination was not reflective of the quality of work put forth in accordance with the expectations outlined in the course syllabus. These are the only legitimate grounds for an appeal. Students may not appeal an individual test, assignment or project grade.

Upon receipt of the appeal, the instructor has fourteen (14) days to evaluate and respond in writing. The instructor's response need only notify the student as to whether the appeal has been sustained or denied. If the instructor determines that the grade should be changed, the instructor will file a Change of Grade Form with the Records Office. A copy of that communication will be provided to the student and to the Division Chair.

If the instructor denies the appeal, the student may next appeal to the Division Chair responsible for the course within fourteen (14) days of receiving the instructor's decision. If the course instructor is the Division Chair, or if the Division Chair reviewed the original appeal because the instructor is no longer with the University, the appeal would be to the Vice President for Academic Affairs. To initiate the second-level appeal, the student must submit the following items to the Division Chair (or the Vice President for Academic Affairs, when appropriate) and to the Records Office: signed Grade Appeal Form, the instructor's written denial, and an explanation with supporting evidence as to why the denial is deemed to be unjustified. The Grade Appeal Form is available in the Records Office and can be downloaded from the MBU website.

The Division Chair will consider the grade appeal and review the points of disagreement and thereby determine whether the grade was recorded in error, or whether the award of the grade was not reflective of the quality of work put forth in accordance with the expectations outlined in the course syllabus.

The Division Chair will render judgment as to whether the grade that has been assigned is the accurate grade. The Division Chair's decision will be the final determination of the grade.

## COMMUNICATIONS PORTFOLIO

A portfolio is a collection of your representative works from major coursework and internships. When you begin applying for employment in communications-related fields it will be essential that you have a well developed online and traditional portfolio as well as knowledge of how to brand yourself.

Beginning with your core classes, every Communications course should provide you with materials for your portfolio. Examples include:

- Speeches
- Public relations campaigns and projects
- Fully-produced audio and video projects
- Radio or film scripts
- News articles, blogs, and opinion pieces
- Professional photography
- Internship tasks

It is your responsibility to archive your portfolio submissions in both printed and digital formats. During the spring of your senior year you will compile your portfolio as part of the requirements for COMM 461 – **Senior Communications Seminar**. The students will present their work in front of a committee at the end of the semester.

## PERIODICITY

Periodicity, as applied to course schedules, is a term that means courses are taught on a rotating basis. At MBU, some courses in the rotation are taught every other year. Because classes at MBU are smaller, periodicity is a necessity.

On a personal level periodicity means that, as a student, you need to be aware of the class rotation cycle so that you can schedule your classes in the required order. As you select your courses you should consult the Missouri Baptist University catalog, degree sheets and your adviser to make sure you have scheduled the proper classes for each semester. Ultimately it is your responsibility to schedule classes in the required order for graduation. If you carefully select courses according to the sequence, you can complete your graduation requirements in a timely manner.

### **Transfer Students**

Transfer students should pay close attention to the periodicity and choose your courses according to the proper sequence. You are strongly advised to immediately become aware of the class rotation cycle. Meeting with your Communications Department adviser within the first week of your first semester will assist you in getting in the right class sequence for a timely graduation.

The following charts show the periodicity according to entry semester. Students should consult this chart when scheduling classes, and refer to the most recent University Catalog for official curriculum requirements.

**FOUR-YEAR ACADEMIC PLAN**  
**Broadcast Media (B.A. or B.S.)**  
**Starting in an Even Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 223 Introduction to Mass Media	3	COMM 103 Speech Communication	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	9
General Education	7		
<b>Total Hours</b>	<b>14</b>	<b>Total Hours</b>	<b>15</b>
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COEN 223 Basic Reporting and Writing for Journalism	3	Communications Electives	3
COMM 203 Understanding Human Communication	3	General Education	12
COMM 263 Introduction to Audio/Video Communications	3		
General Education	7	<b>Total Hours</b>	<b>15</b>
<b>Total Hours</b>	<b>16</b>		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMT 353 Convergent Media	3	COMM 383 Media Technologies	3
COMT 483A Studio Production I	3	COMT 383 Radio Production	3
COMU 323 Principles of Sound	3	COMT 423 Broadcast Management	3*
Communications Electives	3	COMT 483B Studio Production II	3
General Education	3-4	COMU 343 Studio Recording I	3
		Communications Electives	2
<b>Total hours</b>	<b>15-16</b>	General Education	1-3
		<b>Total Hours</b>	<b>14-17</b>
		*Can substitute Broadcast Techniques	
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMM 412 Media Interviewing Theory and Techniques	2	COMM 461 Senior Communications Seminar	1
COMT 363 Video Production I	3	COMM 483 Media Law and Ethics	3
COMT 413 Broadcast Techniques	3*	COMT 463 Video Production II	3
Communications Electives	3	COMT 473 Broadcast Media Internship	3
General Education	6-7	General Education	6
<b>Total hours</b>	<b>17-18</b>	<b>Total Hours</b>	<b>16</b>
*Can substitute Broadcast Management			



**FOUR-YEAR ACADEMIC PLAN**  
**Broadcast Media (B.A. or B.S.)**  
**Starting in an Odd Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 223 Introduction to Mass Media	3	COMM 103 Speech Communication	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	9
General Education	7		
<b>Total Hours</b>	<b>14</b>	<b>Total Hours</b>	<b>15</b>
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COEN 223 Basic Reporting and Writing for Journalism	3	Communications Electives	3
COMM 203 Understanding Human Communication	3	General Education	12
COMM 263 Introduction to Audio/Video Communications	3		
General Education	7	<b>Total Hours</b>	<b>15</b>
<b>Total Hours</b>	<b>16</b>		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMT 353 Convergent Media	3	COMM 383 Media Technologies	3
COMT 363 Video Production I	3	COMT 463 Video Production II	3
COMT 413 Broadcast Techniques	3*	COMT 483B Studio Production II	3
COMT 483A Studio Production I	3	Communications Electives	2
Communications Electives	3	General Education	4-6
General Education	3-4	<b>Total Hours</b>	<b>15-17</b>
	<b>15-16</b>		
*Can substitute Broadcast Management			
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMM 412 Media Interviewing Theory and Techniques	2	COMM 461 Senior Communications Seminar	1
COMU 323 Principles of Sound	3	COMM 483 Media Law and Ethics	3
Communications Electives	3	COMT 383 Radio Production	3
General Education	9-10	COMT 423 Broadcast Management	3*
<b>Total Hours</b>	<b>17-18</b>	COMT 473 Broadcast Media Internship	3
		COMU 343 Studio Recording I	3
		<b>Total Hours</b>	<b>16</b>
		*Can substitute Broadcast Techniques	

**FOUR-YEAR ACADEMIC PLAN**  
**Communication Studies (B.A. or B.S.)**  
**Starting in an Even Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
General Education	8	General Education	10
Total Hours	14	Total Hours	16
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COMM 203 Understanding Human Communication	3	COMM 223 Basic Reporting and Writing for Journalism	3
COMM 263 Introduction to Audio/Video Communications	3	General Education	12
General Education	10	Total Hours	15
Total Hours	16		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMT 353 Convergent Media	3*	COEN 323 Advanced Reporting and Writing for Journalism	3
Electives	3-5	COMM 383 Media Technologies	3
General Education	6-9	Electives	1-2
Upper Division Communications Electives	3	General Education	3-4
Total Hours	17-18	Upper Division Communications Electives	6
		Total Hours	16-17
*Can substitute Advanced Reporting and Writing			
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMM 412 Media Interviewing Theory and Techniques	2	COMM 333 Small Group Communication	3
COMR 373 Principles of Public Relations	3	COMM 461 Senior Communications Seminar	1
Electives	3	COMM 473 Communications Studies Internship	3
General Education	3	COMM 483 Media Law and Ethics	3
Upper Division Communications Electives	6	Electives	3
Total Hours	17	Upper Division Communications Electives	3
		Total Hours	16

**FOUR-YEAR ACADEMIC PLAN**  
**Communication Studies (B.A. or B.S.)**  
**Starting in an Odd Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
General Education	8	General Education	10
Total Hours	14	Total Hours	16
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COMM 203 Understanding Human Communication	3	COMM 223 Basic Reporting and Writing for Journalism	3
COMM 263 Introduction to Audio/Video Communications	3	General Education	12
General Education	10	Total Hours	15
Total Hours	16		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMR 373 Principles of Public Relations	3	COMM 333 Small Group Communication	3
Electives	3-5	COMM 383 Media Technologies	3
General Education	6-9	Electives	1-2
Upper Division Communications Electives	3	General Education	3-4
Total Hours	17-18	Upper Division Communications Electives	6
		Total Hours	16-17
*Can substitute Advanced Reporting and Writing			
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMM 412 Media Interviewing Theory and Techniques	2	COEN 323 Advanced Reporting and Writing for Journalism	3
COMT 353 Convergent Media	3*	COMM 461 Senior Communications Seminar	1
Electives	3	COMM 473 Communications Studies Internship	3
General Education	3	COMM 483 Media Law and Ethics	3
Upper Division Communications Electives	6	Electives	3
Total Hours	17	Upper Division Communications Electives	3
		Total Hours	16

**FOUR-YEAR ACADEMIC PLAN**  
**Journalism (B.A. or B.S.)**  
**Starting in an Even Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 103 Speech Communication	3	ENGL 123 College Composition II	3
COMM 223 Introduction to Mass Media	3	General Education	13
ENGL 113 College Composition I	3		
IDST 101 Collegiate Seminar	1	Total Hours	16
General Education	6		
Total Hours	16		
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COEN 223 Basic Reporting and Writing for Journalism	3	COMM 273 Photography	3
COMM 203 Understanding Human Communication	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMM 263 Introduction to Audio and Video	3	General Education	13-14
General Education	6-7	Total Hours	16-17
Total Hours	15-16		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMJ 433 Opinion Writing	3	COMM 383 Media Technologies	3
Upper Division Elective	3	Upper Division Comm Electives	6
Elective	3	General Education	6
General Education	6	Total Hours	15
Total Hours	15		
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMM 412 Media Interviewing Theory and Technique	2	COMJ 423 Editing and Design for Online Media	3
COMJ 373 Photojournalism	3	COMJ 473 Journalism Internship	3
COMT 353 Convergent Media	3	COMM 461 Senior Communications Seminar	1
COMT 413 Broadcast Techniques	3	COMM 483 Media Law & Ethics	3
COMJ 413 Editing and Design for Print Media	3	General Education	4
Total Hours	14	Total Hours	14

**FOUR-YEAR ACADEMIC PLAN**  
**Journalism (B.A. or B.S.)**  
**Starting in an Odd Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 103 Speech Communication	3	ENGL 123 College Composition II	3
COMM 223 Introduction to Mass Media	3	General Education	13
ENGL 113 College Composition I	3		
IDST 101 Collegiate Seminar	1	Total Hours	16
General Education	6		
Total Hours	16		
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COEN 223 Basic Reporting and Writing for Journalism	3	COMM 273 Photography	3
COMM 203 Understanding Human Communication	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMM 263 Introduction to Audio and Video	3	General Education	13-14
General Education	6-7	Total Hours	16-17
Total Hours	15-16		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMJ 373 Photojournalism	3	COMM 383 Media Technologies	3
COMT 353 Convergent Media	3	COMJ 423 Editing and Design for Online Media	3
COMT 413 Broadcast Techniques	3	Elective	3
COMJ 413 Editing and Design for Print Media	3	General Education	4
Elective	3	Total Hours	13
Total Hours	15		
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMJ 433 Opinion Writing	3	COMJ 473 Journalism Internship	3
COMM 412 Media Interviewing Theory and Technique	2	COMM 461 Senior Communications Seminar	1
Upper Division Elective	3	COMM 483 Media Law & Ethics	3
General Education	6	Upper Division Comm Elective	3
Total Hours	14	General Education	6
		Total Hours	16

**FOUR-YEAR ACADEMIC PLAN**  
**Public Relations (B.A. or B.S.)**  
**Starting in an Even Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	11
General Education	7		
Total Hours	14	Total Hours	17
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COEN 223 Basic Reporting and Writing for Journalism	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMM 203 Understanding Human Comm	3	COMR 423 Public Relations Writing	3
COMM 263 Introduction to Audio/Video Communications	3	General Education	9
COMR 373 Principles of Public Relations	3		
General Education	6	Total Hours	15
Total Hours	18		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMR 453 Congregational Communications	3	COMM 383 Media Technologies	3
COMR 433 Crisis Communications	3	COMR 443 Strategic Communications	3
COMT 353 Convergent Media	3	General Education	10
Electives	1-2		
General Education	4-5	Total Hours	16
Total Hours	14-16		
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMM 412 Media Interviewing Theory and Technique	2	COMM 333 Small Group Communication	3
COMT 413 Broadcast Techniques	3	COMM 461 Senior Communications Seminar	1
Electives	6-7	COMM 483 Media Law and Ethics	3
General Education	3-5	COMR 473 Public Relations Internship	3
		Electives	3-5
Total Hours	15-17	Total Hours	13-15

**FOUR-YEAR ACADEMIC PLAN**  
**Public Relations (B.A. or B.S.)**  
**Starting in an Odd Year**

<b>First Semester Freshman Year</b>	<b>Hrs</b>	<b>Second Semester Freshman Year</b>	<b>Hrs.</b>
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	11
General Education	7	Total Hours	17
Total Hours	14		
<b>First Semester Sophomore Year</b>	<b>Hrs.</b>	<b>Second Semester Sophomore Year</b>	<b>Hrs.</b>
COEN 223 Basic Reporting and Writing for Journalism	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMM 203 Understanding Human Comm	3	General Education	12
COMM 263 Introduction to Audio/Video Communications	3	Total Hours	15
Electives	2		
General Education	6		
Total Hours	17		
<b>First Semester Junior Year</b>	<b>Hrs.</b>	<b>Second Semester Junior Year</b>	<b>Hrs.</b>
COMR 373 Principles of Public Relations	3	COMM 333 Small Group Communication	3
COMT 353 Convergent Media	3	COMM 383 Media Technologies	3
COMT 413 Broadcast Techniques	3	COMR 423 Public Relations Writing	3
Electives	2-3	General Education	7
General Education	4-5	Total Hours	16
Total Hours	15-17		
<b>First Semester Senior Year</b>	<b>Hrs.</b>	<b>Second Semester Senior Year</b>	<b>Hrs.</b>
COMR 453 Congregational Communications	3	COMM 461 Senior Communications Seminar	1
COMM 412 Media Interviewing Theory and Technique	2	COMM 483 Media Law and Ethics	3
COMR 433 Crisis Communications	3	COMR 443 Strategic Communications	3
Electives	3-4	COMR 473 Public Relations Internship	3
General Education	3-5	Electives	3-5
Total Hours	15-17	Total Hours	13-15

# NOTES