

Liberal Arts–A.A. Degree with concentration in Communications

The Liberal Arts Concentration in Communications major is a flexible program for students interested in a Mass Communications career. By combining core courses with electives, students are introduced to three fields: journalism, public relations, or business communications. The program can be adapted to each student's goals, with student advising as a priority to efficiently tailor the curriculum to his/her interests.

Students begin the major with two introductory courses, *Introduction to Mass Media* and *Mass Media Practice*, which give an overview of aspects of the concentration as well as history and trends of the communications field. Students will also take either *Introduction to Journalism*, *Introduction to Public Relations*, or both, depending on career path. Upon choosing a specialized track, the student can outline a potential career path, and/or areas of concentration for further study after transferring to a four-year institution.

Journalism Track: This track prepares students who are interested in careers in which writing is the essential element, including print and electronic journalism, magazine publishing, editing, corporate and trade publications.

Public Relations Track: The Public Relations option prepares students interested in public relations and organizational communication, including internal and external message delivery, crisis communication, and media campaigns.

Business Communication Track: This track prepares students for study of professional communication, including internal and external communication used as a function of management and marketing.

Suggested Course Sequence

First Semester	Credits
CM 101 Introduction to Mass Media	3
EN 101 Fundamentals of Composition I	3
PS 103 Interpersonal Communication	3
Mathematics Elective	3
Computer Science Core (Required: CS 105 or CS 106)	3
	15
Second Semester	
EN 103 Effective Oral Communication	3
CM 102 Mass Media Practice	3
EN 102 Fundamentals of Composition II	3
PL 100 Philosophy and the Human Condition	3
Science Elective	3/4
	15/16
Third Semester	
CM 103 Introduction to Journalism or Liberal Arts Elective	3
Free Elective	3
Free Elective	3
History Elective	3
Social Science Elective	3
	15
Fourth Semester	
CM 104 Introduction to Public Relations or Liberal Arts Elective	3
Free Elective	3
Free Elective	3
Religion Elective	3
Liberal Arts Elective	3
	15
Total Credits	60/61