

Department of Communication and Media Culture

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The Communication and Media Culture Department offers a major in Communication and minors in Communication, Film Studies, Journalism and Public Relations.

Requirements for Communication Major

Degree of Bachelor of Arts

CU-203	Media Communications II	3
CU/JN-205	News Writing and Reporting (WI)	3
CU-202	Intro to Media Studies & Communication	3
Take the following:		
CU-275	Public Speaking Workshop (Oral)	3
CU-255	Ethics in Communication (Values)	3
CU-400	Research Writing (Capstone, WI)	3
Communications Electives (choose 18 credits; see following description)		18
Outside concentration (choose 12 credits; see following description)		12
Total Credits		48

Communications Major Electives

Students are required to take six courses (18 credits) with the CU designation, including cross-listed courses. The following groupings are suggested so that a student may gain expertise in a major area.

Writing and Publishing

CU/JN-208	Broadcast Newsroom	3
CU/JN-210	Writing Workshop	3
CU/JN-304	Principles of Media Law and Ethics	3
CU/JN-310	News Writing II	3
CU/JN-313	The News Lab	3
CU/JN-340	Sportswriting	3
CU/JN-341	Art & Entertainment Journalism	3
CU-352	Conversations With Writers/Metro Seminar	3
CU/JN-355	Video Storytelling	3
CU/JN-385	Digital Storytelling and Social Media	3
CU/JN-410	Investigative Journalism & Advanced Feat	3
CU/JN-419	Magazine Writing	3
CU/JN-420	Social Documentary Filmmaking	3
CU/JN-489	Globalization and Fieldwork Seminar	3

Media Business

CU-102	Media Literacy	3
CU/BA-218	Media Business	3
CU-247	Marketing Communications and Branding	3
CU-260	Radio Station I	3
CU/JN-261	Podcasting	3
CU/GS-285	Gender & Communication (DIV)	3
CU/BA-315	Business and Professional Communication	3

CU/BA-327	Digital and Social Media Marketing	3
Film and Media Culture		
CU-190	Introduction to Film	3
CU-228	Asian Film	3
CU-256	The Horror Film	3
CU-265	Screenwriting	3
CU-266	Advanced Screenwriting	3
CU-270	Broadcast Studies	3
CU-282	Leadership	3
CU-283	The Conspiracy Theory Film	3
CU/EL-293	Today's Film Scene	3
CU-300	Film Theory and Criticism	3
CU-306	The Animated Film	3
CU-307	Art Commerce & Cultural Impact of Disney	3
EL-493	Film Noir: Dark Side of American Film	3

Communication Major Outside Concentration - 12 credits

To serve their individual goals, students must choose outside concentrations from classes in a single department or create a composite area of study from courses in several departments which can include our minors: journalism, public relations and film. Students will work with their department adviser to request an outside concentration. Courses accepted for double majors and minors in other departments can also be used for the outside concentration, but not for core or Communication electives.

Media Internships

The courses CU/JN-295 Credited Internships, JN/CU-495 and JN/CU-496 are internship courses offered in conjunction with the Center for Experiential Learning and Career Services which can provide placement for students at on-and off-campus media sites. Internships receive CU elective credits and are encouraged for all majors. To gain credits, students combine work experience with concurrent academic study.

Special Notes on Major Requirements

- 1 The completion of freshman composition with a minimum score of a C+ is a prerequisite for all courses. Students who score less than a B must take CU/JN-210 Writer's Workshop as one of the Communication electives.
- 2 A student must average 2.5 or better in CU-202 and CU-205 to remain a candidate for the Communication major, and students must also maintain a 2.5 cumulative average in all CU courses in order to graduate with a Communication major.

Requirements for the Minor in Communication

Select one of the following theory courses

CU-202	Intro to Media Studies & Communication	3
or CU-203	Media Communications II	

Select one of the following writing courses: 3

CU-205	News Writing and Reporting	
CU-315	Business and Professional Communication	
CU-400	Research Writing	

Take the following speaking course: 3

CU-275	Public Speaking Workshop	
CU-	Three CU Electives	9

Total Credits 18

Requirements for the Minor in Film Studies

Take the following 3 Classes

CU-190	Introduction to Film	3
CU/EL-212	History of Film I: Beginnings to 1959	3
CU/EL-213	History of Film =II 1960 to Present	3
Choose 3 courses from the following electives:		12
CU/EL-265	Screenwriting	
CU-266	Advanced Screenwriting	
CU/EL-293	Today's Film Scene	
EL-310	Gender and Sexuality in Film	
EL-361	Hitchcock	
AR-383	Animation Production	
EL-423	American Film	
EL-493	Film Noir: Dark Side of American Film	
CU/AN-228	Asian Film	
CU-256	The Horror Film	
CU-282	Leadership	
CU-283	The Conspiracy Theory Film	
CU-300	Film Theory and Criticism	
CU-306	The Animated Film	
CU-307	Art Commerce & Cultural Impact of Disney	
CU/JN-420	Social Documentary Filmmaking	
Total Credits		21

Requirements for the Minor in Journalism

CU/JN-205	News Writing and Reporting ¹	3
CU/JN-304	Principles of Media Law and Ethics	3
CU/JN-310	News Writing II	3
JN-	3 JN Electives	9
Total Credits		18

Special Note on the Minor in Journalism

¹ Since CU-205 is already a required course for students majoring in Communication, those who wish to complete a Communication major and the Journalism minor will be required to take one extra writing and publishing elective.

Requirements for the Minor in Public Relations

CU/JN-205	News Writing and Reporting ¹	3
CU-315	Business and Professional Communication	3
BA-360	Public Relations	3
JN/CU-	3 JN Electives Required (4 if you are a communication major)	9-12
CU-247	Marketing Communications and Branding	
BA-249	Sports & Entertainment Marketing	
BA-327	Digital and Social Media Marketing	
BA-335	Latino Marketing Communication Culture	
BA-355	Video Storytelling	
Total Credits		18-21

Travel and Internships

CU-489. Globalization and Fieldwork Seminar. 3 Credits.

CU/BA-295. Public Relations Internship. 3 Credits.

Undergraduate students enrolled in CMC's Accelerated Master of Arts in Communication and Public Relations can substitute two graduate courses to count as public relations electives.