

University of Saint Francis
Curriculum Guide (Course Sequencing) for the Bachelor of Arts in Communication
Effective Date: 8-16

Name: _____

Concentration(s) _____

Expected Graduation Date _____

Students have 8 semesters to complete the 120 hour program. Some course are offered in odd or even years. The Communication major and concentration courses can be completed in a two year rotation. The following is a suggestion of how a course sequence for four years could be planned.

By Placement Courses: 0-7 credit hours- these course are needed by some students to be more prepared for the General Education courses at the University of Saint Francis-if you need them, please take them the first semester.

GE Outcome	GE Approved Courses	CR	Fall	Spring	Plan to Take Summer
English	ENGL 100 By Placement (no credit toward degree)	(0 or 2)	Freshman Year Fall		
Reading LO 8	READ 101, 119, 120, 121 By Placement (no credit toward degree for READ 101)	(0-2)	Freshman Year Fall		
Math	MATH 120 By Placement	(0 or-3)	Freshman Year Fall		

General Education Requirements

Introduction: 3 credit hours

GE Outcome	GE Approved Courses	CR	Fall	Spring	Plan to Take Summer
iConnect	ICON 100	3	Freshman Year Fall		

General Education Courses- Skills: 11-12 credit hours

GE Outcomes	GE Approved Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
Composition and Rhetoric	ENGL 101 or ENGL 103 (only 3 credits towards a degree)	3	Freshman Year Fall		

Public Communication	COMM 121 Fundamentals of Public Communication	3	Freshman Year Fall or Spring		
Rhetoric and Research	COMM 211 Introduction to Mass Communication	3	Sophomore Year		
Writing Intensive	COMM 215 Writing for the Media	0	Sophomore Year		
Health and Wellness		3		Junior year	

Disciplines: 24-25 credit hours

Distribution	GE Approved Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
Behavioral and Social Sciences		3	Freshman Year Fall	Freshman Year Spring	
Creative Arts		3		Sophomore Year Spring	
History		3	Sophomore Year Fall OR	Sophomore Year Spring	
Literature		0		Sophomore or Junior Year Spring	
Mathematics	MATH 122 or higher	0		Freshman Year Spring	
Natural Sciences		2-3	Junior Year Fall OR	Junior Year Spring	
Philosophy		3	Junior Year Fall OR	Junior Year Spring	
Theology		3	Sophomore Year Fall OR	Sophomore Year Spring	

Franciscan Values: 9 credit hours

Distribution	GE Approved Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
Franciscan Tradition		3		Freshman Year Spring	
Social Justice		3		Sophomore Year Spring	

Care for Creation		3		Sophomore or Junior Year Spring	
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Capstone: 0 credit hours

Capstone	GE Approved Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
Capstone	COMM 497	0	Senior Year Fall		

Total General Education Requirements: 46-49 credit hours

Major Required Courses: 24 credit hours

Major Courses	Major Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
COMM 211	Intro Mass Communication	0	Sophomore or Junior year Fall even years		
COMM 215	Writing for Media	3		Sophomore or Junior Year Spring	
COMM 250	Interpersonal Skills	3	Freshman or Sophomore year Fall		
COMM 310	Group Communication	3		Sophomore or Junior Year Spring Odd	
COMM 330	Introduction to Video/Audio Production	3	Junior or Senior Year Fall		
COMM 370	Apprenticeship	3		Junior Year Spring OR	Junior Year Summer
COMM 450	Mass Media and Multimedia Law	3	Junior or Senior Year Fall Odd		
COMM 470	Internship	3		Senior Year Spring	
COMM 497	Senior Project Capstone course in major or GE	3	Senior Year Fall OR	Senior Year Spring	

In the Communication Major **you must choose one concentration**, however, you may be able to complete two concentrations so choose your courses wisely. Film and Theatre goes very well together with courses that overlap. PR and Org Comm overlap so you may be able to do both. Theatre and PR overlap as well so you may choose both.

Film/Video/Media Production: 30 credit hours

Major Courses	Major Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
ART 106	2/D Design	3	Sophomore Year Fall		
ART 155	Foundations of Digital Design	3	Junior Year Fall		
ART 180	Photography	3		Sophomore Year Spring Odd	
COMM 335	Advanced Video/Audio Production	3		Junior or Senior Year Spring Even	
COMM 341	Editing Theory and Processes	3		Sophomore Year Spring Odd	
COMM 360	Film as Art & Communication	3		Sophomore Year Spring	
MUSC 135	Fundamentals of Music Technology	3	Junior Year Fall		

Choose Three of the following for Film/Video/Media Production

Major Courses	Major Courses	CR	Plan to take Fall	Plan to take Spring	Plan to Take Summer
ART 201	Intro to Traditional Animation	3	Fall Junior Year Fall		
ART 316	Traditional Animation Production	3		Junior Year Spring Odd	
ART 248	Motion Graphics	3		Senior Year Spring	
ART 360	Photographic Lighting	3	Junior Year Fall		
ART 419	Storytelling: Social Documentary	3		Junior Year Spring	

THEA 215	Stagecraft	3	Sophomore or Freshman Year Fall		
THEA 225	Acting	3		Sophomore or Freshman Year Spring	
THEA 350	Directing	3		Junior or Senior Year Spring Odd	

Organizational Communication: 24 credit hours

Major Courses	Major Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
MGMT 230	Principles of Management	3		Sophomore or Junior Year Spring	
MGMT 275	Principles of Entrepreneurial Thinking	3	Sophomore Year Fall		
MKT 281	Principles of Marketing	3	Sophomore Year Fall		
COMM 221	Advanced Presentational Speaking	3		Sophomore or Junior Year Spring Odd	
COMM 320	Topics of Debate and Discussion	3	Sophomore or Junior Year Fall Even Years		
COMM 385	Public Relations	3	Sophomore or Junior Year Fall Odd Years		

Choose Two of the following for Organizational Communication

Major Courses	Major Courses	CR	Plan to take Fall	Plan to take Spring	Plan to Take Summer
MKT 321	Promotions Management	3	Sophomore or Junior Year Fall		
MKT 341	e-Commerce	3	Sophomore or Junior Year Fall		
MKT 345	Professional Selling	3	Sophomore or Junior Year Fall		

MGMT 433	Organizational Dynamics	3	Senior Year Fall		
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Public Relations: 33 credit hours

Major Courses	Major Courses	CR	Plan to take Fall	Plan to take Spring	Plan to Take Summer
MGMT 230	Principles of Management	3		Sophomore or Junior Year Spring	
MGMT 275	Principles of Entrepreneurial Thinking	3	Sophomore Year Fall		
MKT 281	Principles of Marketing	3	Sophomore Year Fall		
COMM 221	Advanced Presentational Speaking	3		Sophomore or Junior Year Spring Odd	
COMM 320	Topics of Debate and Discussion	3	Sophomore or Junior Year Fall Even Years		
COMM 385	Public Relations	3	Sophomore or Junior Year Fall Odd		
COMM 440	Public Relations Case Studies in Practice	3	Sophomore or Junior Year Fall Even		
ART 155	Foundations of Digital Design	3		Junior Year Spring	

Choose Three of the following for Public Relations

Major Courses	Major Courses	CR	Plan to take Fall	Plan to take Spring	Plan to Take Summer
MGMT 333	Human Resource Management	3	Sophomore or Junior Year Fall		
MKT 410	Consumer Behavior	3		Junior or Senior Year Spring	
MKT 321	Promotions Management	3	Sophomore or Junior Year Fall		

MKT 341	e-Commerce	3	Sophomore or Junior Year Fall		
MGMT 433	Organizational Dynamics	3	Senior Year Fall		

Theatre: 30 credit hours

Major Courses	Major Courses	CR	Plan to Take Fall	Plan to Take Spring	Plan to Take Summer
THEA 141	Theatre Appreciation	3		Sophomore or Junior Year Spring Odd	
THEA 210	Voice and Movement	3	Sophomore or Junior Year Fall Odd Years		
THEA 215	Stagecraft	3	Sophomore Year Fall		
THEA 225	Acting	3		Freshman or Sophomore Year Spring	
THEA 250	Theatre History	3		Freshman or Sophomore Year Spring Odd	
THEA 350	Directing	3		Senior Year Spring	
COMM 221	Advanced Presentational Speaking	3		Sophomore or Junior Year Spring	
COMM 385	Public Relations	3	Sophomore or Junior Year Fall Odd Years		
MGMT 275	Principles of Entrepreneurial Thinking	3	Sophomore Year Fall		
MKT 281	Principles of Marketing	3	Sophomore Year Fall		

Electives: 14-26 credit hours

Electives from any discipline to complete a minimum of 120 credit hours

Major Courses	Major Courses	CR	Plan to take any Semester or Summer

Total Transfer Credit Hours Completed:

Total USF Credit Hours Completed:

Total Degree Requirements: 120 credit hours