

PROGRAM NAME: Communication, Mass Media Track
PROGRAM COLLEGE: Business, Influence, and Information Analysis
CATALOG TERM: 2019

Program description: Students will learn about communication processes, with a focus on mass media (journalism, public relations, and advertising). As a communication major, students will develop communication skills, apply communication to real-life contexts and communication theory. This degree works well as a double-major for students.

NOTE: Individual Programs of Study will vary in consultation with your Advisor and course/section availability each term. The below schedule serves only as an **example** four year degree plan.

YEAR 1

Fall Semester

Course Name	Credits	Minimum Grade Required	Experience Notes
Core: Written Communication (WCP)	3	D	<ul style="list-style-type: none"> Join an RU Academy Participate in the Finucane Service Project Attend the New Student Retreat
Core: Mathematics	3	D	
Core: Philosophical Mode Lv I	3	D	
Foreign Language Level 1	3-4	D	
Core: Historical Mode Lv I	3	D	
FS 1100-First Year Seminar	1		
TOTAL HOURS	16-17		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Oral Communication (CT2000)	3	D	<ul style="list-style-type: none"> Join a campus club/organization (can be dept. specific)
Core: Artistic Mode	3	D	
Core: Theological Mode Lv I	3	D	
Foreign Language Level 2	3-4	D	
Core: Literary Mode Lv I	3	D	
TOTAL HOURS	15-16		

YEAR 2

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Philosophical Mode Lv II	3	D	
Core: Scientific Causal Mode Lv I	4	D	
JN200 Introduction to Journalism	3	D	
CT2040 Interpersonal Communication	3	D	
Elective	3	D	
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Scientific-Relational Mode Lv I	3	D	Declare major (and minor or double major if applicable)
Core: Historical Mode or Literary Mode Lv II	3	D	
Core: Philosophical Mode Lv II	3	D	
Elective	3	D	
Elective	3	D	
JN1030 Publications: Newspaper (optional)	1	C	
TOTAL HOURS	16		

YEAR 3

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Scientific-Causal or Relational Mode Lv II	3	D	Consider competing in the Dowling Oratory Contest
CT 3840 Persuasion and Social Influence	3	C	
CT 3300 Presentational Speaking and Listening	3	C	
Elective	3	D	
Elective	3	D	
JN1030 Publications: Newspaper (optional)	1	C	
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Scientific-Relational Mode Lv II	3	D	Consider competing in the Bourke Extemporaneous Contest
CT3850 Intercultural Communication	3	C	
JN/CT 4170 Principles of Advertising	3	C	
CT4970 Internship (optional)	3	D	
JN1030 Publications: Newspaper (optional)	1	D	
Elective	3	C	
TOTAL HOURS	16		

YEAR 4

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Theological Mode Lv II	3	D	Consider competing in the Dowling Oratory Contest
CT 4870 Communication Theory	3	C	
JN1030 Publications: Newspaper (optional)	1	C	
Elective	3	C	
Elective	3	C	
Elective	3	C	
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Philosophical Mode or Theological Mode Lv II	3	D	Consider competing in the Bourke Extemporaneous Contest
CT 4940 Capstone	3	C	
JN/CT 3500 Intro to Public Relations	3	C	
CT4970 Internship (optional)	3	C	
Elective	3	C	
JN1030 Publications: Newspaper (optional)	1	C	
TOTAL HOURS	16		

Credit Hours

- Core: 55-58 hours
- Major: 35
- Electives: (42, can be used for minors, second majors, internship credit, activity credits, study abroad, etc.)
- TOTAL Credit Hours: 128