



MOUNT ST. JOSEPH
UNIVERSITY

Communication & New Media Studies Major – Strategic Communication Concentration Bachelor of Arts

FIRST YEAR-SEMESTER #1

| | |
|--------------------------|---|
| COM 100/ENG 101 | 3 |
| CORE 115 Common Ground | 3 |
| SOC 103 Our Social World | 3 |
| GRD 110 Digital Literacy | 3 |
| Core requirement | 3 |

SECOND YEAR-SEMESTER #1

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|---|---|
| COM 201 New Media, Culture & Society | 3 |
| COM 220 Visual Comm | 3 |
| COM 250 Digital Video Prod | 3 |
| BUS elective | 3 |
| Core requirement | 3 |
| CED 220 Foundations of Professionalism | 1 |

THIRD YEAR-SEMESTER #1

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|---------------------------------------|---|
| COM 300 Adv Composition | 3 |
| COM 320 Public Speaking & Advocacy | 3 |
| MKT 300 Prin. of Marketing | 3 |
| Core requirement | 3 |
| Core requirement | 3 |

FOURTH YEAR-SEMESTER #1

| | |
|----------------------------|---|
| MKT 415 Marketing Research | 3 |
| COM EXP | 3 |
| MKT 365 Consumer Behavior | 3 |
| MGL/MKT elective | 3 |
| Elective | 3 |

BUS elective option:

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|--|---|
| BUS 240 Research Methods for Bus. Decision Making | 3 |
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Pick one MGT/MKT elective option:

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|------------------------------|---|
| MGL 435 Strategic Management | 3 |
| MKT 415 Marketing Research | 3 |

FIRST YEAR- SEMESTER #2

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|--------------------|---|
| COM 100/ENG 101 | 3 |
| MTH 174 Statistics | 3 |
| Core requirement | 3 |
| Core requirement | 3 |
| Core requirement | 3 |

SECOND YEAR-SEMESTER #2

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|---|---|
| COM 295 Writing for New Media Environments | 3 |
| COM 303 Comm & Media Theory | 3 |
| ECO 212 Prin. of Microecon. | 3 |
| MGL elective | 3 |
| Core requirement | 3 |

THIRD YEAR-SEMESTER #2

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|--|---|
| COM 311 New Media Law & Ethics | 3 |
| COM 321 Public Relations in the Digital Age | 3 |
| COM EXP | 3 |
| BUS/MGL elective | 3 |
| Elective | 3 |

FOURTH YEAR-SEMESTER #2

| | |
|-----------------------|---|
| COM 498 Senior Thesis | 3 |
| COM EXP | 3 |
| Core Capstone | 3 |
| Elective | 3 |
| Elective | 3 |

Pick one MGL elective option:

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|------------------------------------|---|
| MGL 300 Management/Org Behavior | 3 |
| MGL 301 Leadership Foundations | 3 |

Pick one BUS/MGL elective option:

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|---|---|
| BUS 352 Bus. Communications | 3 |
| MGL 345 Conflict Resolution & Negotiations | 3 |

UNIVERSITY CORE

COMMON GOOD

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|---------------------------|----------|
| CORE 115 Common Ground | Code COR |
| Justice & the Common Good | Code JCG |
| Ethics | Code CE |
| Experiential Learning | Code EXP |
| Core Capstone | Code CCP |

HUMANITIES

| | |
|-------------------|----------|
| Speech (COM 100) | Code C |
| Writing (ENG 101) | Code C |
| Literature (ENG) | Code CL |
| Art or Music | Code CAM |
| History | Code CH |
| Religious Studies | Code CR |
| Philosophy | Code CP |

SCIENCES

| | |
|---------------------------------|----------|
| Biology/Chemistry/Physics + Lab | Code CN |
| Mathematics | Code CMA |
| SOC 103 Our Social World | Code CS |

Choose one discipline:

| | |
|------------------------|----------|
| ECO 212 Microeconomics | Code CEP |
| PSY 103 Psychology | Code CEP |

NOTES

120 credit hours minimum needed to graduate

****Curriculum Guide does not replace advising by a faculty member within the Communication & New Media Studies program****