

# COMMUNICATION

## Bachelor of Arts

The Bachelor of Arts degree with a major in communication is designed to prepare graduates for a variety of careers in the field of communication. Students will have a solid grounding in the discipline and the opportunities to choose a concentration in social and digital media, organizational communication leadership, or film production through the Georgia Film Academy. The program will emphasize media literacy, information technology literacy, critical thinking, research, and strong writing and oral communication skills to meet workforce needs as well as prepare students for further study. Students will be required to earn a grade of C or better in COMM 1110 and all 2000- and upper-level communication courses.

### Program Course Requirements

Click here to view Core IMPACTS General Education Curriculum requirements (<http://catalog.daltonstate.edu/programs/coreimpacts/>).

#### Program Advice (can share with CORE curriculum):

COMM 1110	Fundamentals of Speech (Grade of C or better required)	3
PSYC 1101	Introduction to Psychology (Highly Recommended)	3
MATH 1401	Elementary Statistics (Recommended for STEM elective)	3
ENGL 2201	Intro to Film as Literature (Recommended for Arts, Humanities & Ethics Elective or Field of Study Elective)	3

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#### Core IMPACTS General Education Curriculum requirements 42

NOTE: Core IMPACTS courses can also satisfy requirements in your Program of Study. Please review the requirements for your major to prevent taking extra courses. The USG Core IMPACTS curriculum is designed to ensure that students acquire essential knowledge in foundational academic areas and develop career-ready competencies. There are seven Core IMPACTS areas. Students at all USG institutions must meet the Core IMPACTS requirements in all specified areas.

#### Field of Study: Major Related (Grades of C or better required)

COMM 1100	Human Communications	3
COMM 2000	Intro to Mass Communication	3
COMM 2110	Interpersonal Communication	3
Choose one Foreign Language Sequence:		6
FREN 1001	Elementary French I	
FREN 1002	Elementary French II	
FREN 2001	Intermediate French I	
FREN 2002	Intermediate French II	
or		
GRMN 1001	Elementary German I	
GRMN 1002	Elementary German II	
or		
SPAN 1001	Elementary Spanish I	

SPAN 1002	Elementary Spanish II	
SPAN 1003	Accelerated Elementary Spanish	
SPAN 2001	Intermediate Spanish I	
SPAN 2002	Intermediate Spanish II	
Choose one of the following electives:		3
ENGL 2111	World Literature I	
ENGL 2112	World Literature II	
ENGL 2120	British Literature I	
ENGL 2121	British Literature II	
ENGL 2130	American Literature I	
ENGL 2131	American Literature II	
ENGL 2201	Intro to Film as Literature *	
HUMN 1201	Expressions of Culture I	
HUMN 1202	Expressions of Culture II	
MUSC 1100	Music Appreciation	
THEA 1100	Theatre Appreciation	
THEA 2000	Practicum in Theatre (must be taken three times to receive credit here)	
THEA 2300	Children's Theatre	
THEA 2400	Fundamentals of Set Design	
<b>Upper-Division Communication Core (30 Credit Hours)</b>		
COMM 3100	Intro to Communication Theory	3
COMM 3301	Communication for Prof Setting	3
COMM 3400	Organizational Communication	3
COMM 4180	Media Effects	3
COMM 4010	Qual Res Methods Communication	3
COMM 4020	Quant Research Methods Comm	3
COMM 4400/ENGL 4410	Studies in Film	3
COMM 4425	Intercultural Communication	3
COMM 4602	Mass Media and Society	3
COMM 4999	Senior Seminar in Communicatio	3
<b>Choose one Concentration (30 Credit Hours)</b>		
<b>Organizational Communication Leadership Concentration:</b>		
COMM 3000	Intro to Public Relations	3
COMM 4100	Integrated Marketing Comm	3
Organizational Communication Leadership Electives:		9
COMM 3001	Principles of Advertising	
COMM 3101	Writing for Electronic Media	
COMM 3220	Persuasive Communication	
COMM 3405	Readings in Leadership & Commu	
COMM 3425	Communication Small Grps/Teams	
COMM 3500	Humor Communication	
COMM 3510	Political Communication	
COMM 3700	Intro to Video Production	
COMM 3705	Introduction to Screenwriting	
COMM 3710	Content Strategy & Adobe Suite	
COMM 3720	Graphi Design Tools	
COMM 3900	Special Topics Communication	
COMM 4000	Communication Internship	
COMM 4110	Interperson Comm/Conflict Mgmt	
COMM 4120	Princ Health Communication	
COMM 4150	Public Relations Campaigns	

COMM 4380	Law & Ethics in Communication	
ENGL 3030	Technical Writing	
Optional Minor or Upper-Level Electives		15
<b>Digital/Social Media Concentration:</b>		
COMM 4200	Social Media Communication	3
COMM 4300	Emerging Media	3
Digital/Social Media Communication Electives:		6-9
COMM 3000	Intro to Public Relations	
COMM 3001	Principles of Advertising	
COMM 3101	Writing for Electronic Media	
COMM 3220	Persuasive Communication	
COMM 3700	Intro to Video Production	
COMM 3705	Introduction to Screenwriting	
COMM 3710	Content Strategy & Adobe Suite	
COMM 3720	Graphi Design Tools	
COMM 3900	Special Topics Communication	
COMM 4000	Communication Internship	
COMM 4100	Integrated Marketing Comm	
COMM 4120	Princ Health Communication	
COMM 4140	Mass Media & Popular Culture	
COMM 4150	Public Relations Campaigns	
COMM 4380	Law & Ethics in Communication	
Optional Minor or Upper-Level Electives		15-18
<b>Film Studies Concentration:</b>		
Film Studies Certification <sup>+</sup>		18
GFA 1000	Intr to On-Set Film Production	
or GFA 1040	Intr Film & TV Post-Prodcuton	
or GFA 1500	Digital Ent, Esports&Game Dev.	
Choose electives from below in consultation with advisor depending upon the GFA 1000-level course chosen.		
GFA 2010	GFA Set Construction & Paint	
or GFA 3010	Production Design I	
GFA 2020	GFA Lighting & Electric	
or GFA 3020	Motion Picture Set Lighting I	
GFA 2030	Grip & Rigging	
or GFA 3030	Motion Picture Gripping	
GFA 2040	Edit w/Avid Media Composer 100	
or GFA 3040	Edit w/ Avid Media Composer	
GFA 2050	Special Effects Make-Up	
GFA 2060	GFA Production Accounting	
or GFA 3060	Prod. Mngt. & Film Accounting	
GFA 2140	Sound Design/Avid Media Compos	
or GFA 3140	Sound Design Avid Pro Tool 100	
GFA 2510	Event Mgmt Digit Ent & Esports	
or GFA 3510	Digital Ent&Esports Event Desi	
GFA 2520	Host&Casting Digit Ent&Esports	
or GFA 3520	Digital Ent&Esport & Game Dev	
GFA 4010	Production Design II	
GFA 4020	Motion Picture Set Lighting II	
GFA 4040	Adv Edit w/Avid Media Comp200	
GFA 4140	Adv Sound Dsgn w/Avid Comp200	

Upper-Level COMM Electives	12
<b>Total Hours</b>	<b>120-121</b>

- + Students who desire to pursue the Georgia Film Academy concentration should speak with their advisor and the chair of the department to register for these courses, which are by chair approval. Courses are 3-6 credits each and are taught at one of the following:
- Georgia Film Academy, 461 Sandy Creek Road, Fayetteville, GA
  - Northern Hub Facility, 6305 Crescent Drive, Norcross, GA
  - Southern Crescent Technical College, 501 Varsity Road, Griffin, GA