

# COMMUNICATION, B.A. (INCLUDING DUAL MAJOR IN COMMUNICATION AND BUSINESS ADMINISTRATION)

## Overview

Communication, which is predominantly mediated by technology, is foundational to all forms of human interaction. From successfully developing interpersonal relationships to skillfully managing an organization to critically understanding the world around us, strong verbal and written communication skills are an absolute must.

We have curated an undergraduate program – focused on critical analysis and experiential learning – that is designed to provide students a space in which to strengthen their communication skills in a variety of ways, from public speaking to media production.

Ultimately, our major is grounded in an interdisciplinary fusion of communication theory and media studies and will properly prepare students to thrive in our continuously evolving, media-centered society – academically, personally, and professionally.

## Lambda Pi Eta

To become a member of the Omega Nu Chapter of Lambda Pi Eta (LPH), the National Communication Association’s Honors Society, students must have completed at least 60 credits (with 12 or more credits in CM), while maintaining a minimum 3.25 GPA for all CM-specific courses, as well as a minimum overall cumulative GPA of 3.0 for all non-CM coursework.

## Learning Outcomes

Upon successful completion of the program of studies for Communication, the student will receive B.A. in Communication and will have given evidence of the following outcomes and goals.

- Develop strong verbal and non-verbal communication skills.
- Conduct academic research to further develop critical/creative thinking skills.
- Identify, analyze, evaluate, and/or produce media content.
- Understand the ethical, theoretical, and practical implications in the creation, distribution and/or consumption of media.
- Gain specialized knowledge and skills in one or more of the following areas: Journalism and Public Relations or Media and Visual Studies.

## Requirements

To earn this degree, students must successfully complete at least 120 credits, including General Education (<https://catalog.georgian.edu/undergraduate/academic-programs/bridge-general-education-program-requirements/>) requirements and the major requirements below.

To remain in good academic standing, students must maintain a minimum cumulative grade point average in the major of at least 2.5 or higher, which is also the requirement for graduation.

## Major Sequence

Includes 27 credits from the required core courses and a total of 15 credits from the student’s chosen concentration area of Journalism & Public Relations or Media & Visual Studies. Communication majors are limited to double dipping one other CM course with General Education, with the exception of CM217, which cannot be used to fulfill a General Education requirement. All students in the Communication B.A. program are required to complete a minor of 18 or more credits, or a second major, in any discipline of their choosing unless transferring in with more than 30 credits.

Code	Title	Credits
<b>Core Courses</b>		
CM100	Fundamentals of Communication	3.0
CM101	Introduction to Mass Communication	3.0
CM105	Public Speaking	3.0
CM217	Media Production <sup>1</sup>	3.0
CM305	Media Law & Ethics	3.0
CM310	Interpersonal Communication	3.0
CM401	Communication Theory	3.0
CM404	Communication Research	3.0
CM405	Communication Internship	3.0
<b>Concentration</b>		
Select one concentration:		15.0
Journalism & Public Relations		
Media & Visual Studies		
<b>Total Credits</b>		<b>42.0</b>

<sup>1</sup> Communication majors may not use CM217 to fulfill any General Education category.

Code	Title	Credits
<b>Additional Requirements (Communication majors must take the courses below to fulfill the respective General Education categories, with the exceptions of students who transferred to Georgian Court with a course that fulfills the category or are exempt from the requirement because of the block transfer policy.)</b>		
CM251	Intercultural Communication	3.0
CM302	Mass Media & Social Issues	3.0

## Concentration

Students must complete 15 credits total from one chosen concentration area.

### Journalism & Public Relations

Code	Title	Credits
<b>Requirements</b>		
Select 15 credits from the following:		15.0
CM/EN207	News Writing & Reporting	
CM/EN208	News Editing	
CM209	Introduction to Public Relations	
CM/EN210	Writing for the Mass Media	
CM/EN230	Writing on the Web	
CM252	Organizational Communication	
CM/EN309	Public Relations Writing	

CM317	Advanced Media Production	
CM350	Special Topics	
<b>Total Credits</b>		<b>15.0</b>

### Media & Visual Studies

Code	Title	Credits
<b>Requirements</b>		
Select 15 credits from the following:		15.0
CM200	Visual Communication	
CM205	Transmedia Storytelling	
CM235	The Art of Film	
CM244	Women in Film	
CM/EN245	Writing About Television	
CM317	Advanced Media Production	
CM350	Special Topics	
<b>Total Credits</b>		<b>15.0</b>

## Major Sequence: Communication and Business Administration Double majors Only

These Communication and Business Administration requirements are exclusively applicable to students who are completing a double major in both Communication and Business Administration. Students will graduate with a single degree, a B.A., with Communication as their first major and Business Administration as their second major. This special major sequence for the double majors provides an expeditious pathway for the student to meet requirements of both majors. Should a student choose to drop the second major, they must complete the regular Communication or Business Administration major requirements. At least half of the required credits for each major should be completed at Georgian Court. Students may not double dip more than two additional courses (6 credits total) in either Communication and/or Business Administration to count towards General Education.

### Communication

Code	Title	Credits
<b>Core Courses</b>		
CM100	Fundamentals of Communication	3.0
CM101	Introduction to Mass Communication	3.0
CM105	Public Speaking	3.0
CM217	Media Production <sup>1</sup>	3.0
CM302	Mass Media & Social Issues	3.0
CM305	Media Law & Ethics	3.0
CM310	Interpersonal Communication	3.0
CM401	Communication Theory	3.0
CM404	Communication Research	3.0
<b>Electives</b>		<b>12.0</b>
Students must choose another four Communication courses that have not already been taken to fulfill major and/or general education requirements.		
<b>Total Credits</b>		<b>39.0</b>

<sup>1</sup> Communication majors may not use CM217 to fulfill any General Education category.

### Business Administration

Code	Title	Credits
<b>Business Core Courses</b>		
AC171	Principles of Financial Accounting	3.0
AC172	Principles of Managerial Accounting	3.0
EC181	Principles of Macroeconomics	3.0
EC182	Principles of Microeconomics	3.0
BU121	Quantitative Business Concepts	3.0
CAR200	Internship Prep & Career Development	1.0
BU211	Business Law	3.0
BU213	Mgmt Theory & Org. Behavior	3.0
CM251	Intercultural Communication	3.0
or CM252	Organizational Communication	
or BU242	Managerial Communications	
FIN235	Introduction to Finance	3.0
IS224	Introduction to Business Analytics	3.0
MK241	Principles of Marketing	3.0
IS320	Management Information Systems	3.0
BU411	Human Resource Management	3.0
BU491	Business Strategies & Policy	3.0
<b>Total Credits</b>		<b>43.0</b>

### Additional Requirements

Double majors in Communication and Business Administration must take the courses below to fulfill the respective General Education Categories, with the exception of students who transferred to Georgian Court with a course that fulfills the category or are exempt from the requirement because of the block transfer policy.

Code	Title	Credits
BU121	Quantitative Business Concepts (to fulfill Mathematical Reasoning)	3.0
or BU221	Business Statistics & Probability	
CM244	Women in Film (to fulfill Power & Society)	3.0
BU319	Business & Professional Ethics (to fulfill Ethics)	3.0
BU351	Internship (to fulfill Experiential Learning)	2.0
<b>Total Credits</b>		<b>11.0</b>

### Degree Map(s)

Course	Title	Credits
<b>First Year</b>		
<b>Fall Semester</b>		
GEN101	Pathway to the Bridge <sup>1</sup>	2.0
EN111	Writing, Research, and Digital Literacy <sup>1</sup>	3.0
or EN221	or HNRS: Rhetoric, Research & Digital Lit	
CM100	Fundamentals of Communication <sup>2</sup>	3.0
CM101	Introduction to Mass Communication <sup>2</sup>	3.0
CM217	Media Production <sup>2</sup>	3.0
	<b>Credits</b>	<b>14.0</b>
<b>Spring Semester</b>		
GEN199	WI: Discovering Self in the Universe <sup>1</sup>	3.0
Scientific Thinking <sup>1</sup>		4.0
CM105	Public Speaking <sup>2</sup>	3.0

CM Concentration <sup>2</sup>		3.0	<sup>2</sup> Major
Elective		3.0	
<b>Credits</b>		<b>16.0</b>	
<b>Second Year</b>			
<b>Fall Semester</b>			
Creative Thinking or Critical Reading <sup>1</sup>		3.0	
Ethics or Religious Studies <sup>1</sup>		3.0	
Minor Elective		3.0	
CM Concentration <sup>2</sup>		3.0	
CM Concentration <sup>2</sup>		3.0	
<b>Credits</b>		<b>15.0</b>	
<b>Spring Semester</b>			
Creative Thinking or Critical Reading <sup>1</sup>		3.0	
Ethics or Religious Studies <sup>1</sup>		3.0	
Intercultural <sup>1</sup>		3.0	
Minor Elective		3.0	
CM Concentration <sup>2</sup>		3.0	
<b>Credits</b>		<b>15.0</b>	
<b>Third Year</b>			
<b>Fall Semester</b>			
Mathematical Reasoning or Power & Society <sup>1</sup>		3.0	
Human Behavior <sup>1</sup>		3.0	
CM401	Communication Theory <sup>2</sup>	3.0	
CM405	Communication Internship (or Elective) <sup>2</sup>	3.0	
CM Concentration <sup>2</sup>		3.0	
<b>Credits</b>		<b>15.0</b>	
<b>Spring Semester</b>			
Mathematical Reasoning or Power & Society <sup>1</sup>		3.0	
CM305	Media Law & Ethics <sup>2</sup>	3.0	
or CM310	or Interpersonal Communication		
CM404	Communication Research (or Elective) <sup>2</sup>	3.0	
CM405	Communication Internship (or Minor Elective) <sup>2</sup>	3.0	
CM Concentration <sup>2</sup>		3.0	
<b>Credits</b>		<b>15.0</b>	
<b>Fourth Year</b>			
<b>Fall Semester</b>			
GEN400	WI:Visioning a Future (or Elective) <sup>1</sup>	3.0	
CM401	Communication Theory (or Elective)	3.0	
CM405	Communication Internship (or Elective) <sup>2</sup>	3.0	
Minor Elective		6.0	
<b>Credits</b>		<b>15.0</b>	
<b>Spring Semester</b>			
GEN400	WI:Visioning a Future (or Elective)	3.0	
CM305	Media Law & Ethics <sup>2</sup>	3.0	
or CM310	or Interpersonal Communication		
CM404	Communication Research (or Elective) <sup>2</sup>	3.0	
CM405	Communication Internship (or Elective) <sup>2</sup>	3.0	
Minor Elective		3.0	
<b>Credits</b>		<b>15.0</b>	
<b>Total Credits</b>		<b>120.0</b>	

<sup>1</sup> General Education