Bachelor of Science (BS)  
Degree Code 507 A  
Non-Teaching

I. GENERAL EDUCATION ........................................................................................................... 44
   (ECO 2030 and ENG 2170 if taken for the major may count toward General Education if completing a theme).

II. MAJOR REQUIREMENTS ...................................................................................................... 60
   An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

   Junior Writing in the Discipline (WID) _____ & Senior Capstone Experience (CAP) _____ must be met.

   Core Courses (12 sh) (A 2.0 GPA is required in the core courses)
   COM 1200 (3) Foundations of Human Communication
   COM 2101 (3) Public Speaking
   COM 2300 (3) Introduction to Mass Communications (Prerequisite: COM 1200 or permission of the instructor)
   COM 2310 (3) Communication Ethics (Prerequisite: COM 1200 or permission of the instructor)
   COM 3200 (3) Internet Communication
   OR
   IDS 3250 (3) Internet Studies
   COM 3305 (3) Communication Law (Prerequisite: COM 2300 or permission of the instructor)
   COM 3928 (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
   COM 4040 (3) International Advertising (Prerequisite: COM 2700 or permission of the instructor)
   COM 4400 (3) Advertising Campaigns (CAP) (Prerequisite: Senior standing, COM 2700, and either 3302 or 3640 or permission of the instructor)
   ECO 2030 (3) Principles of Economics Price Theory (Gen Ed: Historical & Social Perspective)
   MGT 3050 (3) Principles of Marketing (“C” minimum required) (Prerequisite: ECO 2030)
   MKT 4610 (3) Consumer Behavior (Prerequisite: MKT 3050 with a “C” minimum grade)

   Sequence Selection: Choose one of the following three emphases totaling 12 sh

   Business w/Non-Business Minor or w/General Business Minor
   Business w/Marketing Minor
   Creative Emphasis
   COM 2618 (3) Intro. Media Publishing
   COM 3010 (3) Media Graphics
   COM 3320 (3) Digital Media Production
   GRA 3102 (3) Electron Imaging
   COM 3302 (3) Copywriting for Adv (WID)
   GRA 3512 (3) Web Dev Graphic Comm

   Choose 6 sh from the following electives in consultation with your advisor to complete the major

   COM 2110 (3) Intro to Non-Verbal Communication
   COM 2121 (3) Intercultural Communication
   COM 2600 (3) Introduction to Journalism
   COM 3010 (3) Media Graphics (Prq: COM 2618)
   COM 3100 (3) Interview Tech (Prq: Jr/Sr standing or instr. perm)
   COM 3152 (3) Communication in Organizations
   COM 3300 (3) Mass Media & Society
   COM 3302 (3) Copywriting for Advertising (WID)
   COM 3320 (3) Digital Media Production
   COM 3530-3549 (3) Selected Topics
   COM 3915 (3) Career Connections
   COM 4420 (3) Converged Media (Prq: COM 2610, 3302, 3618)
   C I 2025 (3) Advanced Video Production (selected topics)
   ENG 2170 (3) Introduction to Film (Gen Ed: Aesthetic Perspective)
   ENG 3090 (3) Introduction to Professional Writing
   ENG 3100 (3) Business Writing (Prq: ENG 1000)
   GRA 3512 (3) Web Development for Graphic Com,
   GRA 4512 (3) Advanced Electronic Imaging
   HOS 2000 (3) Survey of Hosp./Tourism Industry
   MGT 3060 (3) Introduction to Organizational Behavior
   MKT 3052 (3) Professional Selling (Prq: MKT 3050 “C” min)
   MKT 3240 (3) Integrated Marketing Communications
   MGT 3060 (3) Survey of Hosp./Tourism Industry
   MGT 3060 (3) Introduction to Organizational Behavior
   MKT 3240 (3) Integrated Marketing Communications
   PSY 2402 (3) Social Psychology (Prq: PSY 1200)
   SOC 3750 (3) Propaganda, Media & Society
   SOC 4750 (3) Social Stratification

III. MINOR REQUIRED ................................................................................................................. 12 – 18

IV. FREE ELECTIVES .................................................................................................................. 3 – 12
    3 sh of free electives outside the major discipline are required.

Students must apply to be a COM major. Deadline to submit “Application for Admission” form is October 1 and February 15. Once accepted, a student must still fill out the “Declaration of Major” form and submit it to the Dean’s Office for processing.