

# COMMUNICATION & MEDIA STUDIES - DIGITAL COMMUNICATION, BAS

The **Bachelor of Applied Science in Communication and Media Studies with a concentration in Digital Communication** is a four year program that prepares students for a career in broadcasting, journalism, digital media or marketing. Students gain real broadcasting experience through WVU Parkersburg's campus radio station. Communication professionals shape how people share, receive, and process information. The Bureau of Labor Statistics estimates that roughly 27,400 new positions will open up in the field before 2024.

## Milestone Course

These courses are the keys to graduation. Courses should be taken in the recommended semesters to stay on time for completion.

## Capstone Course

The capstone is a semester-long project that prepares you for the workforce by perfecting your resume, assessing student learning outcomes, and preparing a portfolio of student work.

Students should average 15 credit hours per semester, or 30 per year, to graduate on time.

### Total Degree Credits: 120

Course	Title	Hours
<b>Semester 1</b>		
COLL 101	ORIENTATION TO COLLEGE	1
ENGL 101	~COMPOSITION 1 <sup>1</sup>	3
Quantitative Reasoning ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> ) Elective		3
COMM 105	INTRODUCTION TO MASS MEDIA <sup>1</sup>	3
CMS 110	BASIC NEWSWRITING	3
Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective		3
<b>Hours</b>		<b>16</b>
<b>Semester 2</b>		
Scientific Inquiry ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> ) Elective		4
ENGL 102	~COMPOSITION 2	3
Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective		3
CMS 215	MEDIA WRITING	3
CMS 219	FUND OF BROADCAST PRODUCTION	3
<b>Hours</b>		<b>16</b>
<b>Semester 3</b>		
CMS 117	INTRO TO SOCIAL MEDIA MGMT <sup>1</sup>	3
CMS 218	NEWS REPORTING	3
CMS 221	BROADCAST ANNOUNCING	3
CMS 225	MEDIA DESIGN I	1
Aesthetics, Creativity, and Appreciation ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> ) Elective		3
<b>Hours</b>		<b>13</b>
<b>Semester 4</b>		
People and Their Worlds ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> ) Elective		3
CMS 223	BROADCAST PROGRAMMING	3
CMS 235	FUNDAMENTALS VIDEO PRODUCTION <sup>1</sup>	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING <sup>1,2</sup>	3
<b>Hours</b>		<b>15</b>
<b>Semester 5</b>		
CMS 230	FUND OF STRATEGIC COMM	3
CMS 226	MEDIA DESIGN II	1
COMM 304	HUMAN COMM/RATIONAL DECISIONS <sup>1</sup>	3
CMS 339	REPORTING PUBLIC AFFAIRS	3
PHIL 150	INTRODUCTION TO ETHICS	3
CMS 329	SPORTS NEWS WRITING	3
<b>Hours</b>		<b>16</b>
<b>Semester 6</b>		
People and Their Worlds ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> ) Elective		3

Quantitative Reasoning ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> ) Elective		3
Free Elective		1
COMM 308	NONVERBAL COMMUNICATION	3
CMS 349	SPORTS REPORTING	3
CMS 359	BROADCAST REPORTING	3
<b>Hours</b>		<b>16</b>
<b>Semester 7</b>		
COMM 404	PERSUASION THEORY & RESEARCH	3
CMS 425	VIDEO PRODUCTION	3
CMS 428	MEDIA ETHICS AND LAW	3
Aesthetics, Creativity, and Appreciation ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> ) Elective		3
Scientific Inquiry ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> ) Elective		4
<b>Hours</b>		<b>16</b>
<b>Semester 8</b>		
COMM 306	HUMAN COMM IN ORG & INSTITU	3
COMM 316	INTERCULTURAL COMMUNICATION	3
CMS 419	ADV BROADCAST PRODUCTION <sup>1,2</sup>	3
CMS 440	COMM & MEDIA INTERNSHIP <sup>1,2</sup>	3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Milestone Course

<sup>2</sup> Capstone Course

**Degree requires a total of 120 credit hours.** [ Core Course Credit Hours : 36 ]

Code	Title	Hours
<b>Core Courses</b>		
COLL 101	ORIENTATION TO COLLEGE <sup>1</sup>	1
Writing and Rhetoric ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr</a> )		6
Writing and Rhetoric ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr</a> ) Elective		
ENGL 102	~COMPOSITION 2	
Quantitative Reasoning ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr</a> )		6
Scientific Inquiry ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si</a> )		8
Aesthetics, Creativity, and Appreciation ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca</a> )		6
Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> )		3
People and Their Worlds ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw</a> )		6
<b>Program Courses</b>		
CMS 110	BASIC NEWSWRITING	3
CMS 215	MEDIA WRITING	3
CMS 219	FUND OF BROADCAST PRODUCTION	3
CMS 117	INTRO TO SOCIAL MEDIA MGMT	3
CMS 218	NEWS REPORTING	3
CMS 221	BROADCAST ANNOUNCING	3
CMS 225	MEDIA DESIGN I	1
CMS 223	BROADCAST PROGRAMMING	3
CMS 235	FUNDAMENTALS VIDEO PRODUCTION	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING	3
Human Communication and Interaction ( <a href="https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci">https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci</a> ) Elective		6
CMS 230	FUND OF STRATEGIC COMM	3
CMS 226	MEDIA DESIGN II	1
CMS 339	REPORTING PUBLIC AFFAIRS	3
CMS 329	SPORTS NEWS WRITING	3
CMS 349	SPORTS REPORTING	3
CMS 359	BROADCAST REPORTING	3

CMS 425	VIDEO PRODUCTION	3
CMS 428	MEDIA ETHICS AND LAW	3
CMS 419	ADV BROADCAST PRODUCTION	3
CMS 440	COMM & MEDIA INTERNSHIP	3
COMM 308	NONVERBAL COMMUNICATION	3
COMM 404	PERSUASION THEORY & RESEARCH	3
COMM 306	HUMAN COMM IN ORG & INSTITU	3
COMM 304	HUMAN COMM/RATIONAL DECISIONS	3
PHIL 150	INTRODUCTION TO ETHICS	3
COMM 316	INTERCULTURAL COMMUNICATION	3
Free Elective		1
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Institutional Graduation Requirement.