

COMMUNICATION & MEDIA STUDIES - STRATEGIC COMMUNICATION, BAS

The **Bachelor of Applied Science in Communication and Media Studies with a concentration in Strategic Communication** is a four year program that prepares students for a career in advertising, marketing, public relations or corporate management. The curriculum concentrates on the relationship between organizational communication and the globalized market. You will learn theories and best practices to real-world problems in order to develop effective communication strategies. You will also be introduced to social media strategies and metrics.

Milestone Course

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

Career Planning

If you want to work in broadcasting, journalism, public relations, human resources, advertising or graphic design, a communication degree can help you launch a successful career. As a communication professional, you shape the way people share, receive, and process information – an invaluable role that will always be in demand. In fact, the Bureau of Labor Statistics (BLS) estimates that roughly 27,400 new positions will open up in the field before 2024.

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
Semester 1		
COLL 101	ORIENTATION TO COLLEGE	1
ENGL 101	~COMPOSITION 1 ¹	3
COMM 105	INTRODUCTION TO MASS MEDIA ¹	3
CMS 110	BASIC NEWSWRITING	3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective		3
Hours		16
Semester 2		
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective		4
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci) Elective		3
ENGL 102	~COMPOSITION 2	3
CMS 215	MEDIA WRITING	3
CMS 220	PHOTOGRAPHY	3
Hours		16
Semester 3		
CMS 117	INTRO TO SOCIAL MEDIA MGMT ¹	3
CMS 218	NEWS REPORTING	3
CMS 225	MEDIA DESIGN I	1
CMS 230	FUND OF STRATEGIC COMM	3
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective		3
Hours		13
Semester 4		
DRAF 122	FUNDAMENTALS OF 3D STUDIO MAX	3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective		3
CMS 217	ADVANCED SOCIAL MEDIA MGMT	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING ^{1,2}	3
Hours		15
Semester 5		
CMS 226	MEDIA DESIGN II	1
MKTG 230	PRINCIPLES OF MARKETING	3
COMM 304	HUMAN COMM/RATIONAL DECISIONS	3

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CMS 317	SOCIAL MEDIA CAMPAIGNS	3
CMS 360	DIGITAL IMAGING	3
PHIL 150	INTRODUCTION TO ETHICS	3
Hours		16
Semester 6		
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw) Elective		3
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr) Elective		3
Free Elective		1
COMM 308	NONVERBAL COMMUNICATION	3
CMS 410	GRAPHIC DESIGN	3
CMS 437	STGC COMM WRITING/CASE STUDIES	3
Hours		16
Semester 7		
MKTG 341	ADVERTISING ¹	3
COMM 404	PERSUASION THEORY & RESEARCH	3
CMS 428	MEDIA ETHICS AND LAW	3
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca) Elective		3
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si) Elective		4
Hours		16
Semester 8		
COMM 306	HUMAN COMM IN ORG & INSTITU	3
COMM 316	INTERCULTURAL COMMUNICATION	3
CMS 439	STRATEGIC COMM CAMPAIGN MGMT	3
CMS 440	COMM & MEDIA INTERNSHIP ^{1,2}	3
Hours		12
Total Hours		120

¹ Milestone Course

² Capstone Course

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

Code	Title	Hours
Core Courses		
COLL 101	ORIENTATION TO COLLEGE ¹	1
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr)		6
Writing and Rhetoric (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#wr) Elective		
ENGL 102	~COMPOSITION 2	
Quantitative Reasoning (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#qr)		6
Scientific Inquiry (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#si)		8
Aesthetics, Creativity, and Appreciation (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#aca)		6
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci)		3
People and Their Worlds (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#ptw)		6
Program Courses		
CMS 110	BASIC NEWSWRITING	3
Human Communication and Interaction (https://wvup-public.courseleaf.com/programs-study/general-education-mission/#hci)		6
DRAF 122	FUNDAMENTALS OF 3D STUDIO MAX	3
CMS 215	MEDIA WRITING	3
CMS 220	PHOTOGRAPHY	3
CMS 117	INTRO TO SOCIAL MEDIA MGMT	3
CMS 218	NEWS REPORTING	3
CMS 225	MEDIA DESIGN I	1
CMS 230	FUND OF STRATEGIC COMM	3
CMS 217	ADVANCED SOCIAL MEDIA MGMT	3
CMS 239	BROADCAST NEWS WRITING	3
CMS 240	MULTIMEDIA REPORTING	3
MKTG 230	PRINCIPLES OF MARKETING	3

CMS 226	MEDIA DESIGN II	1
CMS 360	DIGITAL IMAGING	3
CMS 437	STGC COMM WRITING/CASE STUDIES	3
CMS 317	SOCIAL MEDIA CAMPAIGNS	3
MKTG 341	ADVERTISING	3
CMS 428	MEDIA ETHICS AND LAW	3
CMS 439	STRATEGIC COMM CAMPAIGN MGMT	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 316	INTERCULTURAL COMMUNICATION	3
COMM 304	HUMAN COMM/RATIONAL DECISIONS	3
PHIL 150	INTRODUCTION TO ETHICS	3
Free Elective		1
CMS 410	GRAPHIC DESIGN	3
Total Hours		120

¹ Institutional Graduation Requirement.