



## Program Pathway – *Bachelor of Arts in Communication*

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 general communication courses, in social and emerging media, business and corporate communication, or film production through the Georgia Film Academy. The program will emphasize communication theory, media literacy, information technology literacy and use, critical thinking, research, ethics, 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 **ALL** COMM courses.

According to the National Communication Association, “college graduates with communication degrees have the knowledge and skills employers need . . . In a recent National Association of Colleges and Employers Survey, employers identified the ability to verbally communicate with others . . . and to create/edit written documents among the top ten skills they seek. . .” Graduates in Communication bring these critical skills to the workplace in marketing, public relations, business management, sales, corporate training, health communication and administration, public affairs, broadcasting, journalism, and political campaigns. Students with the concentration in film will have the credentials to work in technical areas in the film industry.

*Updated 8/29/23*



**Program Pathway – Bachelor of Arts in COMMUNICATION, Social/Digital Media Concentration and Organizational Communication Leadership Concentration**

This map is a term-by-term sample course schedule. Highlighted courses have been identified as "key courses." It is strongly advised that students make every effort to pass these courses on the first attempt with a "C" or higher in order to be successful in this program. The milestones listed below each year are designed to keep you on course to graduate in four years. Missing milestones could prevent you from being eligible for a particular program or could result in a delay in graduation. The Program Pathway serves as a general guideline to help you build a full schedule each term.

<b>First Year – Term 1</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
ENGL 1101*	English Composition I	3	Minimum SAT/ACT/Accuplacer scores
MATH 1101 OR 1111 OR 1401	Math Modeling or College Algebra or Elementary Statistics	3	Minimum SAT/ACT/Accuplacer scores.
SPAN SEQUENCE	(depending on placement)	3	
COMM 1110*	Fundamentals of Speech	3	
PRSP 1010	Perspective Elective	1	
<b>Semester Total</b>		<b>13</b>	

<b>First Year – Term 2</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
ENGL 1102*	English Composition II	3	ENGL 1101 ('C' or higher)
COMM 1100*	Human Communication	3	ENGL 0999, unless exempt
SPAN SEQUENCE	Spanish 1002, 2001, or 2002	3	
Lab science Elective	Choose 1: BIOL 1105K, 1107K, 1108K, 1203K, 1224K, CHEM 1151K, 1211K, 1212K, GEOL 1121K, 1122K, PHYS 1111K, 1112K, 2211K, 2212	4	
PSYC 1101	Introduction to Psychology	3	
<b>Semester Total</b>		<b>16</b>	

<b>First Year Milestones</b>
<ul style="list-style-type: none"> <li>• Complete ENGL 1101 &amp; ENGL 1102</li> <li>• Complete Area A Math</li> <li>• Meet with your advisor</li> <li>• Complete COMM 1110, 1100 or 2000, Foreign Language, and PSYC 1101 (9 hours of related major courses)</li> <li>• Consult your Degreeworks frequently to ensure course completion</li> </ul>

<b>Second Year – Term 1</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>

Lab Science Elective	See above	4	Varies by course selected
COMM 2000* or COMM 2110*	Introduction to Mass Communication or Interpersonal Communication	3	COMM 1110 with a grade of C or better; ENGL 1101
HIST 2111/2112	United States History	3	Completion of ENGL 1101 LSUP OR EXEMPTION
Area C English Elective	<i>Suggested: ENGL 2101, Introduction to Film as Literature</i>	3	
POLS 1101	American Government	3	ENGL 0999, unless exempt.
<b>Semester Total</b>		<b>16</b>	

<b>Second Year – Term 2</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
Area D Elective	<i>Suggested: MATH 1401 or CMPS 1130</i>	3	
COMM 2110 or COMM 2000	Interpersonal Communication or Introduction to Mass Communication	3	COMM 1110
Area C Elective	THEA 1100 suggested	3	
Area E elective	Choose 1: ANTH 1103, ECON 2105, 2106, GEOG 1100, 1101, or 1111, HIST 1111, 1112, 2111, 2112, PHIL 1103, 2010, 2020, POLS 2101, 2201, 2301, 2401, PSYC 1101, 2101, 2103, 2204, 2250, SOCI 1101, 1160	3	
Area F Elective	<i>Strongly Suggested: THEA 2100, 2200, 2300, or 2400, or ENGL 2101 if not taken in Area C</i>	3	
<b>Semester Total</b>		<b>15</b>	

<b>Second Year Milestones</b>
<ul style="list-style-type: none"> <li>• Meet with your assigned faculty advisor</li> <li>• C or better grades in all COMM courses and all upper division courses going forward</li> <li>• Consult your Degreeworks frequently to ensure course completion</li> </ul>

<b>Third Year – Term 1</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
COMM 3100*	Introduction to Communication Theory	3	COMM 1110, 1100, 2110, and 2000 with C or better
COMM 3301*	Communication for Business and Professional Settings	3	COMM 1110, 1100, 2110, and 2000 with C or better
COMM 3400*	Organizational Communication	3	COMM 1110, 1100, 2110, and 2000 with C or better



COMM CONCENTRATION Elective*	<i>FOR ELECTIVES, SEE COURSES FOR CONCENTRATIONS BELOW</i>	3	
COMM CONCENTRATION or MINOR elective*		3	
<b>Semester Total</b>		<b>15</b>	

<b>Third Year – Term 2</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
COMM 4010*	Qualitative Research Methods in Communication	3	COMM 1110, 1100, 2110, and 2000 with C or better; COMM 3100
COMM CONCENTRATION*		3	
COMM CONCENTRATION or MINOR elective*	3 courses	9	
<b>Semester Total</b>		<b>15</b>	

<b>Third Year Milestones</b>
<ul style="list-style-type: none"> <li>• Create and maintain eportfolio in COMM 3301 that will be assessed in COMM 4999</li> <li>• Create LinkedIn account</li> <li>• Investigate Internships; File resume with Handshake; attend Career Fairs</li> <li>• Talk with Advisor about Graduate School</li> <li>• Consult your Degreeworks frequently to ensure course completion</li> </ul>

<b>Fourth Year – Term 1</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
COMM 4020*	Quantitative Research Methods in Communication	3	COMM 3100 , COMM 4010
COMM 4425*	Intercultural Communication	3	COMM 3100
COMM 4602*	Mass Media and Society	3	COMM 3100
COMM CONCENTRATION*		3	
COMM CONCENTRATION or MINOR elective*		3	
<b>Semester Total</b>		<b>15</b>	

<b>Fourth Year – Term 2</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisites</b>
COMM 4180*	Media Effects	3	COMM 3100
COMM 4400*	Introduction to Film Studies	3	COMM 3100
COMM 4999*	Senior Seminar in Communication	3	By permission of advisor; <b>only for last semester</b>
COMM CONCENTRATION*		3	
COMM CONCENTRATION or MINOR Elective*		3	
	<b>Semester Total</b>	<b>15</b>	

<b>Fourth Year Milestones</b>
<ul style="list-style-type: none"> <li>• Submit Graduation Application to Office of Enrollment Services</li> <li>• Complete eportfolio for review in capstone (COMM 4999)</li> <li>• Look for post-graduate/paid internships</li> <li>• Investigate graduate programs</li> </ul>

Notes:

\* denotes grade of 'C' or higher required

*The Program Pathway is not a contract, neither expressed or implied, between the student and Dalton State College, but represents a flexible program of the current catalog's curriculum which may be altered at any time to carry out the academic objectives of the College.*

BUSINESS AND CORPORATE COMMUNICATION CONCENTRATION: 12-15 hours; optional minor or upper division electives in communication or related field where appropriate, 15-18 hours.

Required Electives:

COMM 3000, Introduction to Public Relations

COMM 4100, Integrated Marketing Communication

Other suggested electives:

COMM 3001, Principles of Advertising

COMM 3101, Writing for Electronic Media

COMM 3220, Persuasive Communication

COMM 3350, Listening

COMM 3425, Communication in Small Groups and Teams

COMM 3405, Readings in Leadership and Communication

COMM 3700, Introduction to Video Production

COMM 3710, Content Strategy and Development with Adobe Suite

COMM 3720, Graphic Design Tools (approval pending)



COMM 4000, Internship in Communication (prerequisite, 12 hours of upper division communication courses and permission of chair)

COMM 4110, Interpersonal Communication and Conflict Management

COMM 4120, Principles of Health Communication

COMM 4200, Social Media Communication

COMM 4380, Law and Ethics in Communication

DIGITAL/SOCIAL MEDIA CONCENTRATION, 12-15 hours; optional minor or upper division electives in communication or related field where appropriate, 15-18 hours.

Required Electives:

COMM 4200, Social Media Communication

COMM 4300, Emerging Media

Other suggested electives:

COMM 3000, Introduction to Public Relations

COMM 3001, Principles of Advertising

COMM 3101, Writing for Electronic Media

COMM 3220, Persuasive Communication

COMM 3700, Introduction to Video Production

COMM 3710, Content Strategy and Development with Adobe Suite

COMM 3720, Graphic Design Tools

COMM 4000, Internship in Communication (prerequisite, 12 hours of upper division communication courses and permission of chair)

COMM 4100, Integrated Marketing Communication

COMM 4140, Mass Media and Popular Culture

COMM 4380, Law and Ethics in Communication