

Fine Arts Division

Communications

Department

Student Handbook



2018-2019

FULL-TIME FACULTY

Dr. C. Allin Means **Professor of Journalism and Communications**

Allin.Means@mobap.edu; 314-744-7602

Dr. Means brings more than 30 years of experience to his teaching position at Missouri Baptist University, spending 12 years in the newspaper business before entering higher education in 1998. After graduating from Baylor University in 1986 with a bachelor's degree in Journalism and a minor in Radio/TV/Film, Means did nearly everything in the newspaper business from reporter to editor, and all points in between, before going back to school and earning his master's degree from the University of West Florida in 1998. After teaching and directing journalism programs at Morris College and Southeastern Oklahoma State University, Means went back to school and earned his doctorate in mass communication from the University of Southern Mississippi, where he also taught journalism courses. Dr. Means went on to teach and conduct research at Baylor University before joining MBU in fall 2011. Teaching journalism is Dr. Means' passion and he is glad to be at a Christian university that cultivates learning and faith.

Mr. Alonzo Medcalf **Instructor of Communications and Multimedia Production**

Alonzo.Medcalf@mobap.edu; 314-744-5350

Alonzo L. Medcalf is an Instructor of Communications and Multimedia Production and the Director of the Broadcast Media Program at Missouri Baptist University. His area of expertise is in video production with ten years of comprehensive knowledge of television news. Working for 3 local news stations in the Midwest (KSN, WHAS, KMOV), he has experience with electronic news gathering, video field production as well as linear and non-linear editing. He was nominated for 2 regional Emmys in 2015 and 2016 by the National Academy of Television Arts & Sciences (Mid-America chapter). He was awarded 2nd place by the Kentucky Associated Press for the best hard news feature story in 2014. And holds a Certificate of Merit from the Missouri Broadcasters Association (2009). He is a member of the National Academy of Television Arts & Sciences (Mid-America chapter, 2015-current), Kentucky News Photographers Association (2014), National Academy of Television Arts & Sciences (Ohio Valley chapter, 2014), National Press Photographers Association (2012-2013).

Mrs. Amanda Staggenborg **Assistant Professor of Public Relations and Communications**
Undergraduate Communications Coordinator

Amanda.Staggenborg@mobap.edu; 314-744-5365

Amanda Staggenborg has extensive experience in almost every type of public relations, including corporate, non-profit and government. She has worked at the Missouri Division of Tourism, a private St. Louis school and has consulted for various St. Louis restaurants and the St. Louis Science Center. She holds a B.A in Political Science and an M.A. in Public Relations. She is a member of the Public Relations Society of America, the International Association of Business Communicators and the St. Louis Women in Media. She is an accomplished public speaker and has given several keynote presentations on various aspects of communications, including crisis communications, social media communications management and internal public relations. Mrs. Staggenborg teaches courses including Media Law and Ethics, Public Relations Writing, Strategic Communications, Media Interviewing, and Senior Communications Seminar.

STAFF & PART-TIME FACULTY

Tess Boyer (Understanding Human Communications) - Tess.Boyer@mobap.edu

Coral Christopher (Editing and Design for Online Media) - Coral.Christopher@mobap.edu

Sarah Dickey (Fine Arts Administrative Assistant) - Sarah.Dickey@mobap.edu

Ricky Janzen (Communications Studio Manager) - Ricky.Janzen@mobap.edu

Amy Johnson (Speech Communications) - Amy.Johnson@mobap.edu

Tiffany Lang (Speech Communications; Online Learning Coordinator) - Tiffany.Lang@mobap.edu

Dr. Lindani Memani (Speech Communications; Intro to Mass Media) - Lindani.Memani@mobap.edu

Mark Roach (Principles of Sound, Studio Recording, Advanced Audio Editing) - Mark.Roach@mobap.edu

Andrea Robb (Oral Interpretation of Literature) - Andrea.Robb@mobap.edu

Jenny Sinamon (Photography; Speech Communications) - Jenny.Sinamon@mobap.edu

STUDENT MEDIA

MBU TIMELINE

www.mbutimeline.com

MBU Timeline is a 24/7 multi-media news network for campus news and information. This student-produced website is updated regularly to offer the MBU community news and feature stories, images and video. Communications students serve as content producers and editors for *MBU Timeline*. All MBU students are encouraged to contribute story ideas and articles.

MBU Timeline generates thousands of hits each month at: www.mbutimeline.com.

- **MBU TIMELINE:** broadcast

This is a campus information television program that airs before Chapel each Thursday and also on the *MBU Timeline* website, www.mbutimeline.com. The broadcast was created to increase awareness of campus events, to spotlight people and organizations on campus and to offer students an opportunity to produce original video.

The Studio Production classes (COMM 483-A/B) are responsible for recording the broadcast. However, all MBU students are encouraged to contribute story ideas and amateur video.

Auditions for anchor positions are held during the first two weeks of fall and spring semesters. Students desiring to become an anchor must be available from 10-11:30 a.m. on two Tuesdays a month for the entire semester.

- **MBU TIMELINE:** newsroom

This is a multi-media news outlet that enables students in various Journalism classes to have their work published to the website, www.mbutimeline.com. Students from Journalism classes and from across campus write news and feature stories, opinion columns, blogs, critical reviews and analyses, and have their work posted to the website for thousands of visitors to read. Students also contribute still images to galleries and shoot video news pieces.

- **MBU TIMELINE:** social media

This is an avenue of *MBU Timeline* that reaches students where they live, offering content through Twitter, Facebook, YouTube, Instagram and other social media popular in today's media environment. Students are able to post more informal and conversational content that connects site visitors to other stories on the website and also to each other in an online community.

MEDIA TALK

MBU Media Talk is a free speaker series event held each semester. The series was launched in 2012 to further inspire communications students by showcasing interdisciplinary professionals at the top of their fields. Two advanced Communications students are chosen to interview a communications professional in the Performance Hall in front of a public audience. The MBU Media Talk is coordinated by Professor Amanda Staggenborg.

Previous Media Talk speakers:

Mike L. Parson—Governor of Missouri

Marc Abel – Vice-President of Weber Shandwick

Tina Babel—Partner, Carmody MacDonald P.C.

Melanie Berndts—Director of Communications, Danforth Plant Science Center

Christina Coleman—KSDK News Anchor

Maggie Crane—Communications Director at BioSTL

Frank Cusumano – KSDK Sportscaster

Bob Davidson—Vice President of Community Relations, Integrated Marketing for Mercy Health Care

Sam Dotson – St. Louis Police Chief

Gregg Favre – St. Louis Fire Captain and Spokesperson

Jack Feivou—President and CEO of Fox Associates

Susan Gallagher—Public Relations Director, St. Louis Zoo

Ron Jacober – KSDK and KMOX Sportscaster and Sports Director

Bill McClellan—Columnist for the St. Louis Post-Dispatch

Cheresse Pentella – Neiman Marcus Public Relations Manager

Ellen Rostand—Asst. Vice-Chancellor, Integrated Marketing & Brand Strategy, Washington University

Ron Watermon – St. Louis Cardinals Vice-President of Communications

COMMUNICATION INTERNSHIPS (COMJ 473, COMM 473, COMR 473, COMT 473)

Interning is a vital part of your college experience. All communication majors are required to complete at least one internship of 135 work hours. Students must have completed their core requirements and have attained junior standing prior to interning. The internship experience is designed to expose you to the disciplines and skills required of communication professionals.

As you begin your communications education you should be thinking about what you hope to be doing after you graduate. Those goals will assist you in identifying a suitable internship. The semester prior to your internship, you should consult the internship supervisor of your choice about internship opportunities.

While your adviser is responsible for registering you for your internship, he or she may also serve as your MBU Faculty Internship Coordinator. However, you may select any Communications faculty member to supervise your internship. In considering a coordinator, you should choose a faculty member whose expertise and background best matches your professional aspirations. After you have chosen a faculty coordinator, he or she becomes your internship liaison. All internship-related paperwork is supervised by your MBU Faculty Internship Coordinator.

Internship Packets can be obtained from any Communications professor. Before you can be officially registered in COMJ 473, COMM 473, COMR 473 or COMT 473, the Internship Contract from the packet must be submitted to the MBU Records Department prior to the drop/add date of the semester the student intends to complete the internship.

ACADEMIC ADVISING

Academic advising is an opportunity for you to connect with a faculty member one-on-one. You and your adviser will work together to create an individual academic master plan to complete your education requirements. This will assist you in planning each semester's schedule.

To complete all requirements for graduation in an efficient and timely manner, it is essential that you work with your adviser to schedule classes in their required order. Failure to schedule classes in the proper sequence (or dropping scheduled classes) may cause you to miss your targeted graduation date.

As a part of the advising process, you are responsible for:

- Making your own decisions based upon information and advice available.
- Understanding degree and program requirements as outlined in the MBU catalog.
- Seeking out degree sheets and information related to planning your academic program.
- Consulting your master academic plan before meeting with your adviser.
- Arranging advising appointments.

Making an appointment for a Graduation Check with the Director of Records in the first semester of your junior year.

ATTENDANCE POLICY

In communications courses, concepts and skills build upon each other. Mastering these is dependent on your consistent participation in classroom learning. Therefore, your attendance and active participation are vital. With that in mind, the Communications Department has established the following attendance policy:

- For a MWF class, you are allowed up to four unexcused absences.
- For a TTH class, you are allowed up to three unexcused absences.

After that, your final grade will be lowered 10 percentage points per absence.

Classes start at the scheduled time. Plan to arrive on time and stay for the entire class. Arriving late or leaving early will count toward your unexcused absences. For every three times you are tardy or leave early, you will be marked as having an unexcused absence.

There are times when you will need to miss a class. For an absence to be considered excused and not marked as unexcused it must be for the following reasons:

- A legitimate Missouri Baptist University-sponsored activity.
- A documented medical situation.
- A documented funeral for an immediate family member.

If you miss class for a legitimate Missouri Baptist University-sponsored activity, you are required to turn in work or take exams prior to leaving campus. All activities must be discussed with the professor at least three days in advance. Do not assume professors have been notified of your absence by another department, professor or coach. It is your responsibility to inform your professor of any conflicts (in writing). If you need to miss a class, you are responsible for getting notes and assignments from your classmates.

GRADE APPEALS

If a student believes he or she has received a course grade that is not reflective of the quality of work put forth in accordance with the expectations outlined in the course syllabus, the following procedure provides a way for that student to appeal the grade and address his or her concerns. However, the student should not assume that any grade appeal will be successful.

The first step is to contact the instructor upon posting of the final course grade. Final course grades are posted online through myMBU the week following the end of the course. In the event that the instructor is no longer employed by the University, the grade appeal will be determined by the Division Chair. This first step should be completed in writing by letter or e-mail no later than 30 days after the beginning of the semester following the one in which the disputed final grade was received (30 days into the spring semester for a fall or winterim course or 30 days into the fall semester for a spring or summer course). The appeal must be factually based and the evidence for the appeal clearly explained. An appeal may be based on one of the following standards: (1) the recorded grade is an error or (2) the grade determination was not reflective of the quality of work put forth in accordance with the expectations outlined in the course syllabus. These are the only legitimate grounds for an appeal. Students may not appeal an individual test, assignment or project grade.

Upon receipt of the appeal, the instructor has fourteen (14) days to evaluate and respond in writing. The instructor's response need only notify the student as to whether the appeal has been sustained or denied. If the instructor determines that the grade should be changed, the instructor will file a Change of Grade Form with the Records Office. A copy of that communication will be provided to the student and to the Division Chair.

If the instructor denies the appeal, the student may next appeal to the Division Chair responsible for the course within fourteen (14) days of receiving the instructor's decision. If the course instructor is the Division Chair, or if the Division Chair reviewed the original appeal because the instructor is no longer with the University, the appeal would be to the Vice President for Academic Affairs. To initiate the second-level appeal, the student must submit the following items to the Division Chair (or the Vice President for Academic Affairs, when appropriate) and to the Records Office: signed Grade Appeal Form, the instructor's written denial, and an explanation with supporting evidence as to why the denial is deemed to be unjustified. The Grade Appeal Form is available in the Records Office and can be downloaded from the MBU website.

The Division Chair will consider the grade appeal and review the points of disagreement and thereby determine whether the grade was recorded in error, or whether the award of the grade was not reflective of the quality of work put forth in accordance with the expectations outlined in the course syllabus.

The Division Chair will render judgment as to whether the grade that has been assigned is the accurate grade. The Division Chair's decision will be the final determination of the grade.

COMMUNICATIONS PORTFOLIO

A portfolio is a collection of your representative works from major coursework and internships. When you begin applying for employment in communications-related fields it will be essential that you have a well developed online and traditional portfolio as well as knowledge of how to brand yourself.

Beginning with your core classes, every Communications course should provide you with materials for your portfolio. Examples include:

- Speeches
- Public relations campaigns and projects
- Fully-produced audio and video projects
- Radio or film scripts
- News articles, blogs, and opinion pieces
- Professional photography
- Internship tasks

It is your responsibility to archive your portfolio submissions in both printed and digital formats. During the spring of your senior year you will compile your portfolio as part of the requirements for COMM 461 – **Senior Communications Seminar**. The students will present their work in front of a committee at the end of the semester.

PERIODICITY

Periodicity, as applied to course schedules, is a term that means courses are taught on a rotating basis. At MBU, some courses in the rotation are taught every other year. Because classes at MBU are smaller, periodicity is a necessity.

On a personal level periodicity means that, as a student, you need to be aware of the class rotation cycle so that you can schedule your classes in the required order. As you select your courses you should consult the Missouri Baptist University catalog, degree sheets and your adviser to make sure you have scheduled the proper classes for each semester. Ultimately it is your responsibility to schedule classes in the required order for graduation. If you carefully select courses according to the sequence, you can complete your graduation requirements in a timely manner.

Transfer Students

Transfer students should pay close attention to the periodicity and choose your courses according to the proper sequence. You are strongly advised to immediately become aware of the class rotation cycle. Meeting with your Communications Department adviser within the first week of your first semester will assist you in getting in the right class sequence for a timely graduation.

The following charts show the periodicity according to entry semester. Students should consult this chart when scheduling classes, and refer to the most recent University Catalog for official curriculum requirements.

FOUR-YEAR ACADEMIC PLAN
Broadcast Media (B.A. or B.S.)
Starting in an Even Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 223 Introduction to Mass Media	3	COMM 103 Speech Communication	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	9
COMM 263 Introduction to Audio/Video Communications	3		
General Education	3-4	Total Hours	15
Total Hours	13-14		
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COMM 203 Understanding Human Communication	3	COEN 223 Basic Reporting and Writing for Journalism	3
General Education	13	Electives	3
		General Education	10
Total Hours	16	Total Hours	16
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMM 383 Media Technologies	3	COMT 343 Advanced Media Technologies	3
COMT 483A Studio Production I	3	COMT 353 Convergent Media	3
COMU 323 Principles of Sound	3	COMT 483B Studio Production II	3
Electives	3	COMU 343 Studio Recording I	3
General Education	3-4	Electives	3
Total hours	15-16	General Education	3
		Total Hours	18
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMM 412 Media Interviewing Theory and Techniques	2	COMM 461 Senior Communications Seminar	1
COMT 363 Video Production Techniques	3	COMM 483 Media Law and Ethics	3
COMT 413 Broadcast Techniques	3	COMT 463 Advanced Post-Production	3
Electives	3	COMT 473 Broadcast Media Internship	3
General Education	6	General Education	6
Total hours	17	Total Hours	16

FOUR-YEAR ACADEMIC PLAN
Broadcast Media (B.A. or B.S.)
Starting in an Odd Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 223 Introduction to Mass Media	3	COMM 103 Speech Communication	3
COMM 263 Introduction to Audio/Video Communications	3	ENGL 123 College Composition II	3
ENGL 113 College Composition I	3	General Education	10
IDST 101 Collegiate Seminar	1		
General Education	6		
Total Hours	16	Total Hours	16
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COMM 203 Understanding Human Communication	3	COEN 223 Basic Reporting and Writing for Journalism	3
COMU 323 Principles of Sound	3	COMU 343 Studio Recording I	3
General Education	10	Electives	3
		General Education	6
Total Hours	16	Total Hours	15
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMM 383 Media Technologies	3	COMT 353 Convergent Media	3
COMT 363 Video Production Techniques	3	COMT 463 Advanced Post-Production	3
COMT 413 Broadcast Techniques	3	COMT 483B Studio Production II	3
COMT 483A Studio Production I	3	Electives	3
General Education	3-4	General Education	3-4
Total Hours	15-16	Total Hours	15-16
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMM 412 Media Interviewing Theory and Techniques	2	COMM 461 Senior Communications Seminar	1
Electives	6	COMM 483 Media Law and Ethics	3
General Education	9	COMT 343 Advanced Media Technologies	3
		COMT 473 Broadcast Media Internship	3
Total Hours	17	General Education	6
		Total Hours	16

FOUR-YEAR ACADEMIC PLAN
Communication Studies (B.A. or B.S.)
Starting in an Even Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	10
General Education	9		
Total Hours	16	Total Hours	16
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COMM 203 Understanding Human Communication	3	COMM 223 Basic Reporting and Writing for Journalism	3
COMM 263 Introduction to Audio/Video Communications	3	Electives	6
General Education	9-10	General Education	6-7
Total Hours	15-16	Total Hours	15-16
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMM 383 Media Technologies	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMR 373 Principles of Public Relations	3	OR	
Electives	3	COMT 353 Convergent Media	3
General Education	6	Electives	3
Upper Division Communications Electives	3	General Education	6
Total Hours	18	Upper Division Communications Electives	3
		Total Hours	15
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMM 412 Media Interviewing Theory and Techniques	2	COMM 333 Small Group Communication	3
General Education	7	COMM 461 Senior Communications Seminar	1
Upper Division Communications Electives	6	COMM 473 Communications Studies Internship	3
Total Hours	15	COMM 483 Media Law and Ethics	3
		Upper Division Communications Electives	6
		Total Hours	16

FOUR-YEAR ACADEMIC PLAN
Communication Studies (B.A. or B.S.)
Starting in an Odd Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	9
General Education	9		
Total Hours	16	Total Hours	15
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COMM 203 Understanding Human Communication	3	COMM 223 Basic Reporting and Writing for Journalism	3
COMM 263 Introduction to Audio/Video Communications	3	General Education	12-13
General Education	9-10		
Total Hours	15-16	Total Hours	15-16
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMR 373 Principles of Public Relations	3	COMM 333 Small Group Communication	3
General Education	4	COMM 383 Media Technologies	3
Electives	6	Electives	3
Upper Division Communications Electives	3	General Education	4
Total Hours	16	Upper Division Communications Electives	3
		Total Hours	16
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMM 412 Media Interviewing Theory and Techniques	2	COEN 323 Advanced Reporting and Writing for Journalism	3
General Education	6	OR	
Electives	3	COMT 353 Convergent Media	3
Upper Division Communications Electives	6	COMM 461 Senior Communications Seminar	1
Total Hours	17	COMM 473 Communications Studies Internship	3
		COMM 483 Media Law and Ethics	3
		Upper Division Communications Electives	6
		Total Hours	16

FOUR-YEAR ACADEMIC PLAN
Journalism (B.A. or B.S.)
Starting in an Even Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 103 Speech Communication	3	ENGL 123 College Composition II	3
COMM 223 Introduction to Mass Media	3	General Education	13
ENGL 113 College Composition I	3		
IDST 101 Collegiate Seminar	1	Total Hours	16
General Education	6		
Total Hours	16		
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COEN 223 Basic Reporting and Writing for Journalism	3	COMM 273 Photography	3
COMM 203 Understanding Human Communication	3	COEN 323 Advanced Reporting & Writing for Journalism	3
COMM 263 Introduction to Audio and Video	3	General Education	9
General Education	7	Total Hours	15
Total Hours	16		
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMJ 433 Opinion Writing	3	COMT 353 Convergent Media	3
Upper Division Elective	3	Upper Division Comm Electives	3
Elective	3	Elective	3
General Education	6-7	General Education	6-7
Total Hours	15-16	Total Hours	15-16
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMJ 373 Photojournalism	3	COMJ 423 Editing and Design for Online Media	3
COMJ 413 Editing and Design for Print Media	3	COMJ 473 Journalism Internship	3
COMM 383 Media Technologies	3	COMM 461 Senior Communications Seminar	1
COMM 412 Media Interviewing Theory and Technique	2	COMM 483 Media Law & Ethics	3
COMT 413 Broadcast Techniques	3	General Education	6
Elective	3	Total Hours	16
Total Hours	17		

FOUR-YEAR ACADEMIC PLAN
Journalism (B.A. or B.S.)
Starting in an Odd Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 103 Speech Communication	3	ENGL 123 College Composition II	3
COMM 223 Introduction to Mass Media	3	General Education	13
ENGL 113 College Composition I	3		
IDST 101 Collegiate Seminar	1	Total Hours	16
General Education	6		
Total Hours	16		
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COEN 223 Basic Reporting and Writing for Journalism	3	COMM 273 Photography	3
COMM 203 Understanding Human Communication	3	COEN 323 Advanced Reporting & Writing for Journalism	3
COMM 263 Introduction to Audio and Video	3	General Education	9
General Education	7	Total Hours	15
Total Hours	16		
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMJ 373 Photojournalism	3	COMT 353 Convergent Media	3
COMM 383 Media Technologies	3	COMJ 423 Editing and Design for Online Media	3
COMT 413 Broadcast Techniques	3	General Education	3-4
COMJ 413 Editing and Design for Print Media	3	Elective	6
General Education	3-4	Total Hours	15-16
Total Hours	15-16		
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMJ 433 Opinion Writing	3	COMJ 473 Journalism Internship	3
COMM 412 Media Interviewing Theory and Technique	2	COMM 461 Senior Communications Seminar	1
Upper Division Elective	3	COMM 483 Media Law & Ethics	3
General Education	9	Upper Division Comm Elective	3
Total Hours	17	Elective	3
		General Education	3
		Total Hours	16

FOUR-YEAR ACADEMIC PLAN
Public Relations (B.A. or B.S.)
Starting in an Even Year

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	9
General Education	7	Total Hours	15
Total Hours	14		
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COEN 223 Basic Reporting and Writing for Journalism	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMM 203 Understanding Human Comm	3	COMR 423 Public Relations Writing	3
COMM 263 Introduction to Audio/Video Communications	3	General Education	9
COMR 373 Principles of Public Relations	3	Total Hours	15
General Education	3		
Total Hours	15		
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMR 453 Congregational Communications	3	COMM 383 Media Technologies	3
COMR 433 Crisis Communications	3	COMR 443 Strategic Communications	3
COMT 353 Convergent Media	3	General Education	10-11
Electives	3	Total Hours	16-17
General Education	4-6		
Total Hours	16-18		
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMM 412 Media Interviewing Theory and Technique	2	COMM 333 Small Group Communication	3
COMT 413 Broadcast Techniques	3	COMM 461 Senior Communications Seminar	1
Electives	6	COMM 483 Media Law and Ethics	3
General Education	6	COMR 473 Public Relations Internship	3
Total Hours	17	Electives	3
		General Education	3
		Total Hours	16

**FOUR-YEAR ACADEMIC PLAN
PROGRAM (B.A. or B.S.)
Starting in an Odd Year**

First Semester Freshman Year	Hrs	Second Semester Freshman Year	Hrs.
COMM 103 Speech Communication	3	COMM 223 Introduction to Mass Media	3
ENGL 113 College Composition I	3	ENGL 123 College Composition II	3
IDST 101 Collegiate Seminar	1	General Education	9
General Education	6	Total Hours	15
Total Hours	13		
First Semester Sophomore Year	Hrs.	Second Semester Sophomore Year	Hrs.
COEN 223 Basic Reporting and Writing for Journalism	3	COEN 323 Advanced Reporting and Writing for Journalism	3
COMM 203 Understanding Human Comm	3	Electives	3
COMM 263 Introduction to Audio/Video Communications	3	General Education	12
General Education	7	Total Hours	18
Total Hours	16		
First Semester Junior Year	Hrs.	Second Semester Junior Year	Hrs.
COMR 373 Principles of Public Relations	3	COMM 333 Small Group Communication	3
COMT 353 Convergent Media	3	COMM 383 Media Technologies	3
COMT 413 Broadcast Techniques	3	COMR 423 Public Relations Writing	3
Electives	3	General Education	6-7
General Education	3-4	Total Hours	15-16
Total Hours	15-16		
First Semester Senior Year	Hrs.	Second Semester Senior Year	Hrs.
COMM 412 Media Interviewing Theory and Technique	2	COMM 461 Senior Communications Seminar	1
COMR 433 Crisis Communications	3	COMM 483 Media Law and Ethics	3
COMR 453 Congregational Communications	3	COMR 443 Strategic Communications	3
Electives	3	COMR 473 Public Relations Internship	3
General Education	4	Electives	3
Total Hours	15	General Education	3
		Total Hours	16

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