

BACHELOR OF ARTS COMMUNICATION

Program Overview:

The Department of Communication faculty has designed a program to provide students with a variety of choices for developing their knowledge and skills through study and practice. By building a base of practical experience through project work, students develop communication expertise which will prepare them to meet the challenges of the future.

Communication is a broad discipline concerned with examining the exchange of messages in interpersonal and mediated contexts and the impact these messages and exchanges have on individuals, organizations and society. Courses focus on understanding the communication process and developing skills to communicate effectively.

Specialized Opportunities:

Internships allow students to get field or hands on experience in an area of communication in which they are interested.

Career Opportunities:

Students who complete the Bachelor of Arts degree in Communication can seek employment in media, business, industry, non profit organizations or government. Their experience at Fairmont State University gives them a competitive edge in applying for professional positions or graduate study. The minor in communication is a complement to the student's major field of study. It allows the student to present themselves to potential employers as a liberally educated individual. Communication Arts students can become:

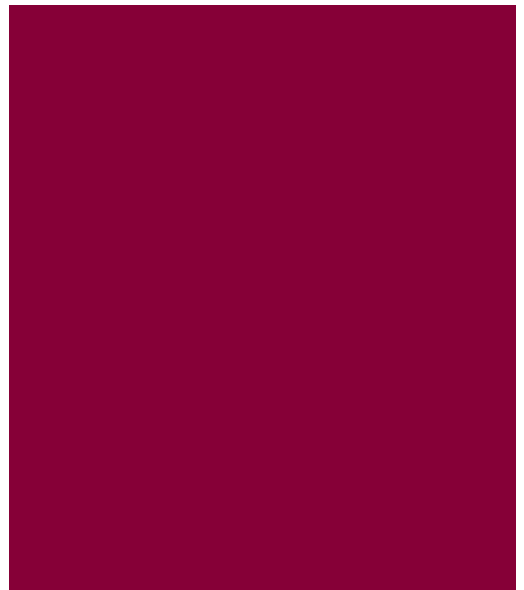
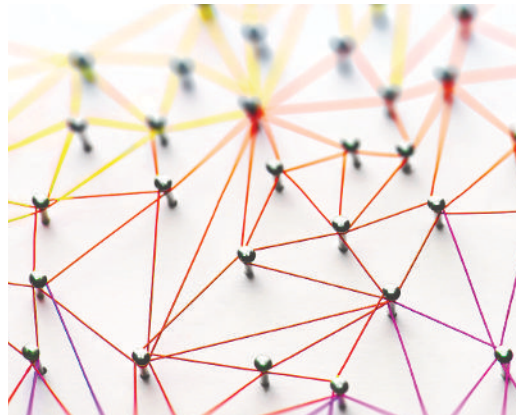
- Social Media Managers
- Newspaper or Television Reporters
- Media Analysts
- Public Relations Professionals
- Brand Strategists
- Copywriters
- Marketing Coordinators
- Content Marketers
- Event Planners
- Digital Strategists
- Human Resources Professionals
- Product Marketers
- Nonprofit Organization Managers

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**FAIRMONT STATE
UNIVERSITY™**

College of Liberal Arts



BACHELOR OF ARTS IN COMMUNICATION

CORE Curriculum Requirements: 30-35 credit hours

First Year Seminar	1 hour
Written Communication	6-7 hours
Oral Communication	3 hours
Mathematics	3-4 hours
Humanities with Critical Thinking	3 hours
Fine Arts with Critical Thinking	2-3 hours
Natural Science with Critical Thinking	4-5 hours
Social Science with Critical Thinking	3 hours
Citizenship	3 hours
Global Aware./Fitness&Wellness/Tech	2-3 hours

Required Major Courses: 40 credit hours

Required Courses (40 credit hours)		
COMM 2201	Introduction to Group Discussion	3 hours
COMM 2213	Introduction to Communication Theory and Research Practices	3 hours
COMM 2241	Argumentation & Debate	3 hours
COMM 2250	Professional Exploration in Communication	1 hour
COMM 3000	Communication Perspectives of Popular Culture	3 hours
COMM 3200	Social Media Communication Concepts and Practices	3 hours
COMM 3300	Intercultural Communication	3 hours
COMM 3330	Organizational Communication	3 hours
COMM 3337	Persuasive Communication	3 hours
COMM 4420	Contemporary Storytelling	3 hours
COMM 4496	Communication in Practice: Internship	3 hours
JOUR 2245	Reporting and Multimedia News Writing	3 hours
JOUR 2275	Media Literacy	3 hours
JOUR 3315	Multimedia Publishing	3 hours

Major Elective Courses: 18 credit hours; popular electives include:

COMM 2202-	Intro to Communication in the World of Work
COMM 3310-	Health Communication
JOUR 3330-	Writing for Multimedia
THEA 1140-	Theatrical Production
MUSM 1100-	Introduction to Museums
GRFX 1111-	Imaging I Foundations

Free Electives: 27-32 credit hours

Students are encouraged to work with their advisor to ensure electives are in line with the student's career goals.

Note: This model schedule is a suggested course sequence & is meant to be used as a guide. Students should check the Undergraduate Catalog for their entrance year into Fairmont State University (or any subsequent catalog) to learn more about the graduation requirements for their major.

Sample Schedule

Students must successfully complete 120 hours for the degree. Schedules vary based on course availability, semester student enters program and any courses already completed

First Year, 1st Semester	First Year, 2nd Semester
CORE 1st Year Seminar	CORE Written Comm
CORE Written Comm.	CORE Mathematics
CORE Humanities	COMM 2213
COMM 2201	Free Elective
Two Free Electives	Free Elective
Second Year, 1st Semester	Second Year, 2nd Semester
COMM 2241	COMM 3000
COMM 2250	COMM 3200
JOUR 2245	JOUR 2275
Major Elective	Major Elective
Free Elective	Free Elective
Third Year, 1st Semester	Third Year, 2nd Semester
CORE Natural Science	CORE Citizenship
CORE Global/Fitness/Tech	CORE Fine Arts
COMM 3300	COMM 3337
COMM 3330	JOUR 3315
Free Elective	Free Elective
Fourth Year, 1st Semester	Fourth Year, 2nd Semester
COMM 4496	COMM 4420
Major Elective	Major Elective
Major Elective	Major Elective
Free Elective	Free Elective
Free Elective	Free Elective

Communication Arts Minor: 15 credit hours

COMM 2201	Intro to Group Discussion	3 hours
COMM 2241	Argumentation & Debate	3 hours
COMM 3000	Communication Perspectives of Popular Culture	3 hours
COMM 3200	Social Media Communication Concepts and Practices	3 hours
COMM 3300	Intercultural Communication	3 hours



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CONTACT INFORMATION

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