

Wheeling Jesuit University
Department of Communications and Composition

Requirements for Professional Communication Major Bachelor of Arts Degree

These courses are taken by all Communication majors...with a slightly modified list, detailed below, for the Integrated Marketing Communication major:

COM 103	Principles of Communication I	3 cr
COM 104	Principles of Communication 2 (formerly Persuasion)	3 cr
COM 109	Media and Culture	3 cr
COM 208	Signs and Symbols (formerly Intercultural Communication)	3 cr
COM 211	Fundamentals of Reporting	3 cr
COM 251	Ethnography (formerly Public Opinion and Surveys)	3 cr
COM 304	Media Law	3 cr
SSC 327	Research Methods	3 cr
COMP 220	Advanced Writing Techniques	3 cr
COM 224	Professional Speaking	3 cr
COM 401/402	Senior Seminar	3 cr

Communications majors are strongly encouraged to select COM/FAS 142 or FAS 147 to meet the Fine Arts core requirement.

Electives are offered in four concentrations which apply foundational principles to specific areas, media, and professional practices:

Concentration One: Professional Communication [take all] (COM 230 Visual Rhetoric I; COM 232 Visual Rhetoric II; 2—Fundamentals of Interpersonal Communication; COM 204 Mock Trial; COM 259 Advertising)

Concentration Two: Media Studies [take all] (COM 230 Visual Rhetoric I; COM 303 Race, Gender, and Class in Media; COM 209 Social Media and Society; COM 371 Demagoguery; CRE 175 Introduction to Story)

Concentration Three: Media Writing [choose 5] (COM 258 Public Relations; COM 259 Advertising; COM 358 Public Relations Campaigns; CRE 281 Creative Fiction; CRE 282 Creative Nonfiction; CRE 285 Screenwriting; CRE 175 Introduction to Story)

Concentration Four: Integrated Marketing Communication:

ACC 123	Principles of Accounting I	3 cr
ACC 124	Principles of Accounting II	3 cr
MKT 211	Principles of Marketing	3 cr
BUS 221	Quantitative Business Analysis	3 cr
MKT 316	Consumer Behavior	3 cr
MKT 310	Marketing Research	3 cr
MKT 420	Marketing Strategies	3 cr
COM 103	Principles of Communication I	3 cr
COM 104	Principles of Communication 2 (formerly Persuasion)	3 cr
COM 258	Public Relations	3 cr
COM 259	Advertising	3 cr
COM 358	Public Relations Campaigns	3 cr
COM 401/402	Senior Seminar	3 cr
COM 142/FAS 147	Digital Photography OR Drawing 1	3 cr

In addition, students must participate in a minimum of at least 4 semesters in at least two of the approved campus media project (Cardinal Connection, CardinalCast, etc.), a campus dramatic production, or an approved internship.