

Advisor: _____

Name: _____

Date admitted into Major: _____

Transfer credits: _____

**BACHELOR OF SCIENCE
COMMUNICATIONS**

ADVERTISING COMMUNICATIONS CONCENTRATION

GENERAL EDUCATION CORE REQUIREMENTS

Competencies

- Basic College Math
- Reading Comprehension
- Computer Literacy

ENG 101	Composition I	3	_____
ENG 102	Composition II	3	_____
SPC 101	(Public Speaking)	3	_____
SMS _____	(Health)	3	_____
SMS _____	(Activity)	.5	_____
SMS _____	(Activity)	.5	_____

Distribution Sequences (18-20 credits)

_____	(Lab Science I)	3-4	_____
_____	(Lab Science II)	3-4	_____
HIS 101	World History I	3	_____
HIS 102	World History II	3	_____
_____	(Literature I)	3	_____
_____	(Literature II)	3	_____

Distribution Electives (15 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Science/Mathematics (Division II)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Social Sciences (Division III)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Note: Courses allowable as distribution electives are marked DI, DII, or DIII in the College Catalog.)

QUANTITATIVE (Q) _____ **DIVERSITY (V)** _____ **WRITING (W)** _____

COURSES IN MAJOR (42 credits total)

Major Core Courses (27 credits)

COM 201	Intro. to Communications	3	_____
COM 202	Writing for Media	3	_____
COM 205	Computer Prod. in Communications	3	_____
COM 300	Research Methods in Communications	3	_____
COM 309	Editing	3	_____
COM 320	Principles of Advertising	3	_____
COM 321	Print Copywriting	3	_____
COM 412	Advertising Case Studies	3	_____
COM 421	Copywriting for Electronic Media	3	_____

Major Electives (9 credits)

Choose three of these courses:

COM 210	Communication Technology	3	_____
COM 305	Law & Ethics	3	_____
COM 315	Communication Theory	3	_____
COM 316	Global Communications	3	_____
COM 335	Writing for Corporations	3	_____
COM 349	Principles of Public Relations	3	_____
COM 410	Direct Response Writing	3	_____
COM 416	Advertising Campaigns	3	_____
COM 495	Special Topics Seminar	3	_____

Major Capstone Courses (6 credits)

COM 503	Seminar in Communications	3	_____
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Choose one of these courses:

COM 501	Practicum in Communications	3	_____
COM 502	Communications Lab Practicum	3	_____
COM 505	Internship in Communications	3	_____

MINOR: _____ (15-18 credits total)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

FREE ELECTIVES (12 credit minimum)

May be necessary to take additional credits to attain the minimum 120 credits required for graduation.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Note: If a course is used to satisfy two or more requirements, (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the total credits required for graduation.

LEVEL I TO BE COMPLETED IN THE FIRST 30 CREDITS LEVEL II TO BE COMPLETED IN THE FIRST 53 CREDITS LEVEL III TO BE COMPLETED BEFORE GRADUATION
Exceptions in the timing of courses will be made for transfer students.

Total minimum credits for graduation: 120

Effective: 9/09

Salem State College

Advisor: _____

Name: _____

Date admitted into Major: _____

Transfer credits: _____

**BACHELOR OF SCIENCE
COMMUNICATIONS
JOURNALISM CONCENTRATION**

GENERAL EDUCATION CORE REQUIREMENTS

Competencies			
<input type="checkbox"/>	Basic College Math		
<input type="checkbox"/>	Reading Comprehension		
<input type="checkbox"/>	Computer Literacy		
ENG	101	Composition I	3 _____
ENG	102	Composition II	3 _____
SPC	101	(Public Speaking)	3 _____
SMS	_____	(Health)	3 _____
SMS	_____	(Activity)	.5 _____
SMS	_____	(Activity)	.5 _____
Distribution Sequences (18-20 credits)			
_____	_____	(Lab Science I)	3-4 _____
_____	_____	(Lab Science II)	3-4 _____
HIS	101	World History I	3 _____
HIS	102	World History II	3 _____
_____	_____	(Literature I)	3 _____
_____	_____	(Literature II)	3 _____
Distribution Electives (15 credits)			
Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.			
Humanities (Division I)			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Science/Mathematics (Division II)			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Social Sciences (Division III)			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
(Note: Courses allowable as distribution electives are marked DI, DII, or DIII in the College Catalog.)			
QUANTITATIVE (Q)	_____	DIVERSITY (V)	_____
		WRITING (W)	_____

COURSES IN MAJOR (42 credits total)

Major Core Courses (27 credits)

COM	201	Intro. to Communications	3 _____
COM	202	Writing for Media	3 _____
COM	205	Computer Prod. in Communications	3 _____
COM	300	Research Methods in Communications	3 _____
COM	309	Editing	3 _____
COM	370	Fundamentals of News Writing	3 _____
COM	371	News Reporting and Writing	3 _____
COM	470	Feature Writing	3 _____
COM	501	Practicum in Communications	3 _____

Major Electives (12 credits)

Choose four of these courses:

COM	210	Communication Technology	3 _____
COM	305	Law and Ethics	3 _____
COM	315	Communication Theory	3 _____
COM	316	Global Communications	3 _____
COM	335	Writing for Corporations	3 _____
COM	351	Public Relations Writing	3 _____
COM	471	Public Affairs Reporting	3 _____
COM	472	Health and Medical Journalism	3 _____
COM	495	Special Topics Seminar	3 _____
COM	505	Internship in Communications	3 _____

Major Capstone Course (3 credits)

COM	503	Seminar in Communications	3 _____
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MINOR: _____ (15-18 credits total)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

FREE ELECTIVES (12 credit minimum)

May be necessary to take additional credits to attain the minimum 120 credits required for graduation.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Note: If a course is used to satisfy two or more requirements, (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the total credits required for graduation.

LEVEL I TO BE COMPLETED IN THE FIRST 30 CREDITS LEVEL II TO BE COMPLETED IN THE FIRST 53 CREDITS LEVEL III TO BE COMPLETED BEFORE GRADUATION

Exceptions in the timing of courses will be made for transfer students.

Total minimum credits for graduation: 120

Effective: 9/09

Salem State College

Advisor: _____

Name: _____

Date admitted into Major: _____

Transfer credits: _____

**BACHELOR OF SCIENCE
COMMUNICATIONS
PUBLIC RELATIONS CONCENTRATION**

GENERAL EDUCATION CORE REQUIREMENTS

Competencies

- Basic College Math
- Reading Comprehension
- Computer Literacy

ENG 101	Composition I	3	_____
ENG 102	Composition II	3	_____
SPC 101	(Public Speaking)	3	_____
SMS _____	(Health)	3	_____
SMS _____	(Activity)	.5	_____
SMS _____	(Activity)	.5	_____

Distribution Sequences (18-20 credits)

_____	(Lab Science I)	3-4	_____
_____	(Lab Science II)	3-4	_____
HIS 101	World History I	3	_____
HIS 102	World History II	3	_____
_____	(Literature I)	3	_____
_____	(Literature II)	3	_____

Distribution Electives (15 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Science/Mathematics (Division II)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Social Sciences (Division III)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Note: Courses allowable as distribution electives are marked DI, DII, or DIII in the College Catalog.)

QUANTITATIVE (Q) _____ **DIVERSITY (V)** _____ **WRITING (W)** _____

COURSES IN MAJOR (42 credits total)

Major Core Courses (27 credits)

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COM 202	Writing for Media	3	_____
COM 205	Computer Prod. in Communications	3	_____
COM 300	Research Methods in Communications	3	_____
COM 309	Editing	3	_____
COM 349	Principles of Public Relations	3	_____
COM 351	Public Relations Writing	3	_____
COM 450	Adv. Public Rel. Writing	3	_____
COM 455	Public Relations Case Studies	3	_____

Major Electives (9 credits)

Choose three of these courses:

COM 210	Communication Technology	3	_____
COM 305	Law and Ethics	3	_____
COM 315	Communication Theory	3	_____
COM 316	Global Communications	3	_____
COM 320	Principles of Advertising Communications	3	_____
COM 335	Writing for Corporations	3	_____
COM 370	Fundamentals of News Writing	3	_____
COM 456	Media Relations	3	_____
COM 495	Special Topics Seminar	3	_____

Major Capstone Courses (6 credits)

COM 503	Seminar in Communications	3	_____
Choose one of these courses:			
COM 501	Practicum in Communications	3	_____
COM 502	Communications Lab Practicum	3	_____
COM 505	Internship in Communications	3	_____

MINOR: _____ (15-18 credits total)

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

FREE ELECTIVES (12 credit minimum)

May be necessary to take additional credits to attain the minimum 120 credits required for graduation.

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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