

REQUIREMENTS FOR THE BA DEGREE WITH A MAJOR IN:

Global Communications

September 2018

GENERAL EDUCATION REQUIREMENTS

Category		# Credits	Specific Courses Required	Other
FirstBridge		8	Course offerings vary by semester.	Freshmen must take during their first semester.
Speaking the World	English	Up to 8	EN1010: College Writing EN2020: Writing & Criticism	Minimum grade of "C" required in each course. Placement above EN1010 or EN1020 or transfer from English-speaking university is possible.
	French	Up to 8	FR1100: Elementary French & Culture I FR1200: Elementary French & Culture II	Minimum grade of "C" required in each course. Placement above FR1100 or FR1200 is possible
Comparing Worlds		4	Courses coded GE100,GE115	Must simply pass course. Transfer is possible.
Mapping the World		4	Courses coded GE110,GE115	Must simply pass course. Transfer is possible.
Comparing Worlds OR Mapping the World		4	Courses coded GE100, GE110, GE115	Must simply pass course. Transfer is possible.
Modeling the World	Math	4	Any course coded GE120	Must simply pass course. Placement above or transfer is possible.
	Science	4	Any course coded GE130	Must simply pass course. Transfer is possible.

MAJOR REQUIREMENTS – 56 credits (Minimum grade of "C-" required in each course.)

Course Number	Course Name (<i>prerequisites</i>)
CM1500	Digital Toolkit I: Communication Design Practicum
CM1023	Introduction to Media & Communication Studies (<i>EN1000</i>)
CM2004	Comparative Communications History (<i>EN1000</i>)
CM2006	Media Globalization (<i>EN1000</i>)
CM2051	Communication Theory & Research Methods (<i>EN1000 + CM1023</i>)
CM3052	Rhetoric & Persuasion (<i>EN1000</i>)
CM3098 or CM4090	Internship Senior Seminar (<i>senior standing</i>)

Select four courses from the following list; at least two must be at 3000 level or above

<i>Media & Culture</i>	
AN1001 or AN1002	Social Anthropology Introduction to Socio-Cultural Anthropology
CM2021	The Internet & Globalization (<i>EN1000</i>)
CM2091	Topics in Communications
VC2100	Introduction to Visual Culture
CM/GS3004	Communicating Fashion (<i>CM2004</i>)
CM/PO3011	Comparative Political Communication (<i>CM2051</i>)
CM3033	Scripts for Travel (<i>EN1000 or CM1011</i>)
CM/ES3037	The Museum as Medium
CM3046	Media Law, Policy & Ethics
CM/AN3049	Media & Ethnography (<i>CM1023</i>)
CM/GS3053	Media & Gender
CM3055	Visual Rhetoric: Persuasive Images
CM3060	Anthropology & Food
CM3062	Media Semiotics (<i>CM2051 or AH major</i>)
CM3075	Media Aesthetics (<i>CM2051 or [AH major + AH1020]</i>)
CM3086	Contemporary World Television (<i>CM2051</i>)
CM4015	Media, Panic & Scandal (<i>CM2051</i>)
CM4017	Media & War
CM4026	Cultures of Music Production (<i>CM2051</i>)
CM4030	Media in Asia (<i>CM2051</i>)
CM4073	Media & Society in the Arab World
CM4091	Topics in Communication

Select three courses from the lists below or from the Media & Culture list above. At least two courses must be at the 3000 or 4000 level. If students wish to specialize, all three courses must come from the same list. Students specializing in Journalism must choose four courses from that list.

<i>Production</i>	
CM/FM1019	Principles of Video Production
CM2001	Public Speaking in the Digital Age (<i>EN100</i>)
CM3027	Video Production for Broadcast News (<i>CM1023 + CM1011</i>)
CM3033	Scripts for Travel (<i>EN1000 or CM1011</i>)
CM3041	Modules in Mass Communication Techniques (<i>junior standing</i>)
CM4016	Global Advocacy (<i>CM2051 + EN1000</i>)
CM4026	Cultures of Music Production (<i>CM2051</i>)
CM4028	Advanced Video Production (<i>CM/FM1019</i>)
	Any course in the Film Pragmatics list for the Film Studies Major
<i>Integrated Marketing Communications</i>	
CM/EC2003	Media Industries: Strategies, Markets & Consumers
EC2010	Principles of Microeconomics
EC2020	Principles of Macroeconomics
BA2020	Management & Organizational Behavior
BA2040	Marketing in a Global Environment
CM/IT3002	E-Commerce
CM3005	Public Relations & Society (<i>CM2051 + EN1000</i>)
BA3030	Human Resources Management (<i>BA1020 + BA2020</i>)
CM3067	Advertising (<i>BA2040</i>)
CM4048	Marketing Strategies for Brand Development (<i>BA2040</i>)
<i>Media Convergence</i>	
CM2021	The Internet & Globalization (<i>EN1000</i>)
CM2023	Online Social Networks
CM3035	Theory & Practice of Digital Interactivity
CM/IT3038	Digital Media I (<i>CM/CS1005</i>)
CM3042	Attention and Ubiquitous Media
CM/CS3048	Human/Computer Interaction (<i>[CM/CS1005 + GPA 3.0 or above] or CS1050</i>)
Elective	Any course in the International Cinema list of the Film Studies major

FREE ELECTIVES

Any courses desired – must complete a total of 128 credit hours to graduate.

TRANSFER STUDENTS

Transfer students must complete at least six major courses at AUP, at least four of which must be at the 3000 level or above (and not counting internship).

HONORS

Students may earn honors if they have at least a 3.7 GPA in communication courses taken during their junior and senior years and complete CM4090. Students must contact the department chair in the fall of their senior year if they are interested in honors.