COMMUNICATION STUDIES MAJOR (B.A.)

The skills of a savvy communicator are vital to every organization and brand in managing problems and building relationships and networks. This program cultivates dynamic leaders who can drive communication programs, collaboration, and innovative problem solving in corporate, government and non-profit organizations. The program is designed with great flexibility so that you can pursue your own interests and focus on such areas as health, culture and diversity, and democracy. The program resides in the School of Communication and Media (http://www.montclair.edu/school-of-communication-and-media)

A minimum of 120 credits of coursework is required for the baccalaureate degree with a minimum 2.0 overall GPA, and a minimum 2.0 major GPA. However, more than 120 credits may be required depending upon the major field of study.

Program Requirements

Students must complete 42 credits of General Education requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs) and 3-9 credits of World Languages and Cultures Requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CMDA 110</td>
<td>Introduction to Communication and Media Arts</td>
<td>3</td>
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<tr>
<td>CMDA 210</td>
<td>Theorizing Communication and Media Arts</td>
<td>3</td>
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<tr>
<td>CMDA 220</td>
<td>Writing for the Media</td>
<td>3</td>
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<td>CMDA 320</td>
<td>Transmedia Projects</td>
<td>3</td>
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<tr>
<td>CMDA 490</td>
<td>Colloquium Series</td>
<td>0</td>
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</tbody>
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**Core Requirements**

**Core Courses**

- CMDA 110: Introduction to Communication and Media Arts (3)
- CMDA 210: Theorizing Communication and Media Arts (3)
- CMDA 220: Writing for the Media (3)
- CMDA 320: Transmedia Projects (3)
- CMDA 490: Colloquium Series (0)

**Colloquium Series**

- CMDA 490: Colloquium Series (0)

**Major Elective Clusters**

Select at least 12 credits of 300 level courses and 6 credits of 400 level courses.

**Competencies**

Select at least 12 credits from the following:

- CMST 102: Voice and Speech Improvement (12)
- CMST 202: Listening (12)
- CMST 212: Introduction to Rhetorical Studies (12)
- CMST 222: Public Speaking (12)
- CMST 233: Public Relations Writing (12)
- CMST 275: Building Bridges through Dialogue (12)
- CMST 280: Investigative Research Methods (12)
- CMST 337: Specialized Writing in Public Relations (12)
- CMST 342: Argumentation and Debate (12)
- CMST 355: Visual Communication (12)
- CMST 362: Nonverbal Communication (12)
- CMST 373: Collaborative Problem Solving (12)
- CMST 402: Speaking in Varied Contexts (12)
- CMST 410: Career Management (12)
- CMST 460: Planning and Implementing Health Campaigns (12)
- CMST 470: Organizational Consulting (12)

**Contexts**

Select at least 12 credits from the following:

- CMDA 360: Communication and Media Coop Ed (12)
- CMDA 440: Independent Study (12)
- CMST 130: Public Relations Principles (12)
- CMST 160: Introduction to Health Communication (12)
- CMST 170: Organizational Communication (12)
- CMST 246: Interpersonal Communication I (12)
- CMST 255: Special Topics in Communication and Media (12)
- CMST 260: Health Communication Theory (12)
- CMST 270: Organizational and Group Leadership (12)
- CMST 302: Interpersonal Communication II (12)
- CMST 322: Intercultural Communication (12)
- CMST 325: Media Criticism (12)
- CMST 335: Globalization, Communication and Media (12)
- CMST 350: Special Studies in Communication and Media (12)
- CMST 360: Emerging Technologies in Health Communication (12)
- CMST 363: Health Communication in Interpersonal Contexts (12)
- CMST 365: Health Communication and the Arts (12)
- CMST 377: Mediated Organizations (12)
- CMST 379: Community-Based Organizing (12)
- CMST 425: Seminar in Mediated Communication (12)
- CMST 475: Seminar in Organizational Communication (12)

**Culture**

Select at least 12 credits from the following:

- CMST 200: Going Viral (12)
- CMST 205: Race, Ethnicity and Media (12)
- CMST 225: New Media and Participatory Culture (12)
- CMST 235: Youth Culture and The Popular (12)
- CMST 242: Speaking Culturally (12)
- CMST 245: Communication, Media and Gender (12)
- CMST 263: Health and Mass Media (12)
- CMST 273: Democracy and Communication (12)
- CMST 345: Critical Television Studies (12)
- CMST 370: Managing Diversity and Conflict (12)
- CMST 375: Organizational Change (12)
- CMST 405: Persuasion and Transmedia Campaigns (12)
- CMST 415: Production Culture (12)
- CMST 435: Communication and Media Arts Activity (12)
- FILM 255: Film Story Analysis (12)
- FILM 280: Film Art: Historical and Contemporary (12)
- TVDM 221: Developing the Documentary (12)
- TVDM 349: Ethics of Mass Communication (12)

**Total Credits**

48

1 Complete the course a minimum of 8 times. There is no credit associated with this course.