
BS IN COMMUNICATION MEDIA STUDIES

THE COLLEGE OF FINE ARTS & COMMUNICATION AT EAST CAROLINA UNIVERSITY

The Department of Communication is offering a degree completion program in Communication. The program allows students that have taken the proper prerequisites to transfer those credits into ECU and, once admitted, finish the remainder of the degree requirements online. The student that completes all the requirements will graduate with a Bachelor of Science degree in Communication Media Studies With Concentrations in PR and Journalism. Students must complete both the PR and Journalism concentrations for this BS degree.

Requirements:

Core: (24 semester hours)

Major Required Courses:

COMM 1001 Intro to Comm
COMM 1002 Media Writing
COMMM 2410 Public Speaking **or** COMM 2420 Business & Professional Speaking
COMM 4032 Mass Media Law
COMM 4080 Senior Seminar
COMM 4905 Media Ethics
COMM 2030 Communication Research

Select 3 semester hours from:

COMM 3110 Persuasion Theories
COMM 3152 Interpersonal Communication
COMM 3180 Intercultural Communication
COMM 3390 International News

Select 3 semester hours from:

COMM 2250 Classic Documentaries
COMM 3172 Media Effects
COMM 4040 Media, Culture & Society

Courses Required for the PR Concentration: (9 semester hours)

COMM 2104 PR & Corporate Writing
COMM 3120 PR Theory
COMM 4180 PR Strategies (Prerequisite COMM 3120)

Courses Required for the Journalism Concentration: (9 semester hours)

COMM 2320 Basic Reporting
COMM 3320 Advanced Reporting **or** Investigative Reporting and other advanced reporting classes are regularly substituted for COMM 3320.
COMM 4240 International Electronic Mass Media

Contact:

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