Bachelor of Arts
Communication with a Major in Communication Studies (BA)

Carla Harrell, Program Director and Chief Departmental Advisor

Requirements
Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written) 6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral) 3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math) 3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language) 0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information) 3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior) 3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity) 3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret) 3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature) 3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy) 3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature) 8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact) 3

COMM 101R is required to fulfill the Oral Communication requirement.
STAT 130M is required to fulfill the Mathematics requirement (BS only).
COMM 270A/TEHA 270A may not be used to satisfy the Human Creativity requirement.
The Information Literacy and Research requirement may be met in the major with COMM 272G.
The Impact of Technology requirement may be met in the major with COMM 280T or COMM 372T.

For the Language and Culture requirement, BA students must have competence through the 202 level (competence is not met by completion of the associate degree); BS students must have competence at the 102 level.

Upper-Division General Education

• Option A. Approved Minor, 12-24 hours; also second degree or second major
• Option B. Interdisciplinary Minor, 12 hours specified by the department, 3 of which may be in the major area of study
• Option C. An approved certification program such as teaching licensure
• Option D. Six Hours of Upper-Division Courses from outside the College of Arts and Letters or from the Arts and Humanities Component within the College of Arts and Letters that are not required by the major (6 hours).

Requirements for Graduation

Requirements for graduation include the following:
• Minimum of 120 credit hours.
• Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
• Minimum overall cumulative grade point average of C (2.00) in all courses taken.
• Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
• Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
• Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
• Completion of Senior Assessment.

Communication Core

BA Core Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2005</td>
<td>Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 260</td>
<td>Understanding Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 301</td>
<td>Critical Methodologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM writing intensive (W) course (see the major areas for appropriate selection) 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BA Additional Core Course

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 335W</td>
<td>Rhetorical Criticism</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 445</td>
<td>Communication Analysis and Criticism</td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours 15

General Education

Complete lower-division requirements 35-47
Complete upper-division requirements (minimum of 6 credit hours) 6
Complete foreign language coursework through the 202 level 0-6

Communication Core

Complete communication core requirements 15

Foundations (Choose 9 courses) 27

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMM 300</td>
<td>International Sojourning</td>
</tr>
<tr>
<td>COMM 302</td>
<td>Communication Research Methods I</td>
</tr>
<tr>
<td>COMM 303</td>
<td>Introduction to Strategic Communications</td>
</tr>
<tr>
<td>COMM 304</td>
<td>Advanced Public Speaking</td>
</tr>
<tr>
<td>COMM 305</td>
<td>Work-Life Communication</td>
</tr>
<tr>
<td>COMM 307</td>
<td>Understanding European Film</td>
</tr>
<tr>
<td>COMM 308W</td>
<td>Strategic Communications Writing</td>
</tr>
<tr>
<td>COMM 309</td>
<td>Media Relations</td>
</tr>
<tr>
<td>COMM 310</td>
<td>Strategic Communications Campaigns</td>
</tr>
<tr>
<td>COMM 311</td>
<td>Strategic Communications Tactics</td>
</tr>
<tr>
<td>COMM 314</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 315W</td>
<td>Sex, Gender, and Communication</td>
</tr>
<tr>
<td>COMM 321</td>
<td>Production Management for Television and Stage</td>
</tr>
<tr>
<td>COMM 330</td>
<td>The Short Script</td>
</tr>
<tr>
<td>COMM 333</td>
<td>Persuasion</td>
</tr>
<tr>
<td>COMM 334</td>
<td>Narrative Adaptation</td>
</tr>
<tr>
<td>COMM 339</td>
<td>Entertainment Journalism</td>
</tr>
<tr>
<td>COMM 340</td>
<td>Media and Popular Culture</td>
</tr>
<tr>
<td>COMM 341</td>
<td>Lighting Design for Stage and Film</td>
</tr>
<tr>
<td>COMM 344</td>
<td>Introduction to Media Industries</td>
</tr>
<tr>
<td>COMM 345</td>
<td>Media Audiences</td>
</tr>
</tbody>
</table>
COMM 346 Screenwriting I
COMM 348 Acting for the Camera
COMM 349 Costume Design for Stage and Camera
COMM 351 Interpersonal Communication in Organizations
COMM 353 Animation
COMM 355 Organizational Communication
COMM 356 3D Animation 1
COMM 357 3D Animation 2
COMM 358 Color for Digital Cinema & TV
COMM 359 Costume Crafts
COMM 367 Cooperative Education
COMM 368 Internship
COMM 369 Research Practicum
COMM 372T Introduction to New Media Technologies
COMM 375 Television Production
COMM 380 Documentary Production I
COMM 382 Reporting News for Television and Digital Media
COMM 383 Directing the Actor
COMM 386 Post-Production 2
COMM 387 TV News Production
COMM 388 Motion Picture Aesthetics
COMM 389 Sound Recording and Mixing for Film
COMM 395 Topics in Communication
COMM 400W Intercultural Communication
COMM 401 Communication Theory
COMM 403 Public Relations and Crisis Communications
COMM 404 Strategic Communications and Emergency Management
COMM 405 Communication and Culture in the Middle East
COMM 408 Health Communication
COMM 412W Interpersonal Communication Theory and Research
COMM 421 Communication and Conflict Management
COMM 422 Listening to Self, Others, Nature and the Divine
COMM 423 Nonviolent Communication and Peace
COMM 424 Communicating Love
COMM 425 Family Communication Theory and Research
COMM 427 Children's Communication Theory and Research
COMM 430 TV Screenwriting
COMM 433 Capstone
COMM 439 WHRO Production
COMM 440 Documentary Filmmaking Study Abroad
COMM 441 The Music Industry and Communication
COMM 442 Media Spaces
COMM 443 Hispanic Film
COMM 444 German Cinema I
COMM 446 Directing for the Camera
COMM 447W Electronic Media Law and Policy
COMM 448 Global Media Industries
COMM 453 Voice Over
COMM 454 Strategic Communications Case Studies
COMM 455 Critical Analysis of Journalism
COMM 456 Organizations and Social Influence
COMM 457 Market Research
COMM 460 Social Marketing

COMM 346 Screenwriting I
COMM 348 Acting for the Camera
COMM 349 Costume Design for Stage and Camera
COMM 351 Interpersonal Communication in Organizations
COMM 353 Animation
COMM 355 Organizational Communication
COMM 356 3D Animation 1
COMM 357 3D Animation 2
COMM 358 Color for Digital Cinema & TV
COMM 359 Costume Crafts
COMM 367 Cooperative Education
COMM 368 Internship
COMM 369 Research Practicum
COMM 372T Introduction to New Media Technologies
COMM 375 Television Production
COMM 380 Documentary Production I
COMM 382 Reporting News for Television and Digital Media
COMM 383 Directing the Actor
COMM 386 Post-Production 2
COMM 387 TV News Production
COMM 388 Motion Picture Aesthetics
COMM 389 Sound Recording and Mixing for Film
COMM 395 Topics in Communication
COMM 400W Intercultural Communication
COMM 401 Communication Theory
COMM 403 Public Relations and Crisis Communications
COMM 404 Strategic Communications and Emergency Management
COMM 405 Communication and Culture in the Middle East
COMM 408 Health Communication
COMM 412W Interpersonal Communication Theory and Research
COMM 421 Communication and Conflict Management
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COMM 425 Family Communication Theory and Research
COMM 427 Children's Communication Theory and Research
COMM 430 TV Screenwriting
COMM 433 Capstone
COMM 439 WHRO Production
COMM 440 Documentary Filmmaking Study Abroad
COMM 441 The Music Industry and Communication
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COMM 447W Electronic Media Law and Policy
COMM 448 Global Media Industries
COMM 453 Voice Over
COMM 454 Strategic Communications Case Studies
COMM 455 Critical Analysis of Journalism
COMM 456 Organizations and Social Influence
COMM 457 Market Research
COMM 460 Social Marketing

COMM Elective
Select one of the following: 3
COMM 103R Voice and Diction
COMM 112R Introduction to Interpersonal Communication
COMM 195 Topics in Communication
COMM 225 Introduction to Production Technology
COMM 269 Visual Storytelling
COMM 270A Film Appreciation
COMM 271 Introduction to Filmmaking
COMM 272G Digital Literacy
COMM 278G Advertising & Society
COMM 280T Entertainment Technologies
COMM 295 Topics in Communication

Total Credit Hours 86-104

Elective credit will be needed to meet the minimum requirement of 120 credit hours.

Additional Requirements and Information
ALL students majoring in programs in Communication, Dance, and Theatre are required to complete a Senior Experience as part of their degree. Senior Experiences are designed as stepping stones for students to apply knowledge and skills accrued throughout their coursework toward preparing for future careers. Senior Experience course options will vary by major but include options for an internship, a study abroad/away experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more options. Students become eligible for Senior Experience options once they reach 90 credits or with permission of the Senior Experience Coordinator. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. For more information please reach out to the Senior Experience Coordinator, Alison Lietzenmayer.
ALL students majoring in programs in Communication, Dance, and Theatre must complete a minimum of one three-credit **Identity and Inclusion** course as part of their curriculum studies to graduate with a degree from the department. This course can either fulfill an applied theories course within a student's area or count as an elective toward their 120-credits needed to earn their degree.

Cinema & TV Production students need to complete COMM 271 Introduction to Filmmaking prior to enrollment in any Foundations course, and should not enroll in COMM 269.

**Departmental Requirements**

Majors must maintain a 2.0 GPA or better in the major in order to graduate.

**Additional Communication Major Courses**

Students pursuing either the BA or the BS degree are required to take 10 Communication classes beyond the core course requirements listed above (these courses include the Senior Experience and Identity & Inclusion requirements listed above). Nine of those 10 courses (27 credit hours) must be in the student's selected major (see major details below). One course (3 credit hours) may be 100-200 level and/or from any major area.

The Senior Experience requirement in the Communication program (which includes the Cinema & TV Production major, Communication Studies major, Media Studies major, Professional Communication major, and Strategic Communication major) can be achieved by completing opportunities such as the following:

- **Internship**
  - COMM 368 Internship 3,6

- **Study Abroad**
  - COMM 300 International Sojourns 3
  - COMM 440 Documentary Filmmaking Study Abroad 3

- **Other study abroad/study away offerings offered within the Department**

- **Service Learning**
  - Approved Service Learning Courses (varies by semester)

- **Capstone**
  - COMM 433 Capstone 3

- **Research Practicum**
  - COMM 369 Research Practicum 3
  - or COMM 469 Communication Education Practicum

- **ROAR**
  - COMM 490 Advanced Strategic Communications 3
    (available only for Strategic Communication majors)
  - COMM Cinema & TV Production Majors may also choose from:
    - COMM 439 WHRO Production
    - COMM 482 Screenwriting II
    - COMM 483 Advanced Cinema Projects
    - COMM 486 Advanced Filmmaking
    - COMM 493 Feature Film Production

- **Communication Electives**

Select one COMM elective (3 credit hours), which may be any COMM class that is not in the student's major in addition to the following.

- COMM 103R Voice and Diction 3
- COMM 112R Introduction to Interpersonal Communication 3
- COMM 195 Topics in Communication 1-3
- COMM 225 Introduction to Production Technology 3
- COMM 269 Visual Storytelling 3
- COMM 270A Film Appreciation 3
- COMM 271 Introduction to Filmmaking 3
- COMM 272G Digital Literacy 3
- COMM 280T Entertainment Technologies 3

**Writing Intensive Requirement**

Communication majors must complete at least one writing intensive course in the major from the following courses:

- COMM 308W Strategic Communications Writing 3
- COMM 315W Sex, Gender, and Communication 3
- COMM 335W Rhetorical Criticism 3
- COMM 400W Intercultural Communication 3
- COMM 412W Interpersonal Communication Theory and Research 3
- COMM 447W Electronic Media Law and Policy 3
- COMM 471W International Film History 3
- COMM 479W American Film History 3

**Internships and Practicum courses**

Students may apply three credit hours of COMM 368 Internship toward their major credit hours. Three additional credit hours may count as elective credits toward the overall total credit hour count for the degree. In addition, students may apply only six credits total from the following classes toward the major:

- COMM 368 Internship 3-6
- COMM 369 Research Practicum 3
- COMM 469 Communication Education Practicum 3

**Special Topics in Communication Courses and Communication Tutorials**

Special topics in Communication courses and Communication Tutorials courses may be included in a given major when and where appropriate and as approved by the student's communication advisor:

- COMM 395 Topics in Communication 1-3
- COMM 396 Topics in Communication 1-3
- COMM 495 Topics in Communication 1-3
- COMM 496 Topics in Communication 1-3
- COMM 497 Tutorial Work in Special Topics in Communication 1-3

**Degree Program Guide**

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Freshman</strong></td>
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<tr>
<td><strong>Fall</strong></td>
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<tr>
<td>ENGL 110C</td>
<td>English Composition (Grade of C or better required)</td>
<td>3</td>
</tr>
<tr>
<td>Mathematical Skills</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Human Creativity</td>
<td>(May not use COMM 270A / THEA 270A)</td>
<td>3</td>
</tr>
<tr>
<td>Elective or Language and Culture I (May be waived; See requirement details)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM 101R</td>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
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<td>15</td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human Behavior</td>
<td>(May not use COMM 200S)</td>
<td>3</td>
</tr>
<tr>
<td>Interpreting the Past</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Information Literacy and Research (Can be met by COMM 272G)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Elective or Language and Culture II (May be waived; See requirement details)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM 260</td>
<td>Understanding Media</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
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<td>16</td>
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<tr>
<td><strong>Sophomore</strong></td>
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<tr>
<td><strong>Fall</strong></td>
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</tr>
<tr>
<td>ENGL 211C or ENGL 231C</td>
<td>Writing, Rhetoric, and Research (Grade of C or better required)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or Writing, Rhetoric, and Research: Special Topics</td>
<td></td>
</tr>
<tr>
<td>Nature of Science I</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Language and Culture III</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Philosophy and Ethics</td>
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<td>3</td>
</tr>
<tr>
<td>COMM 200S</td>
<td>Introduction to Human Communication</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td></td>
<td>16</td>
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<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
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<tr>
<td>Literature</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Nature of Science II</td>
<td></td>
<td>4</td>
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<tr>
<td>Language and Culture IV</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Impact of Technology</td>
<td>(Can be met with COMM 280T or COMM 372T)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 335W or COMM 445</td>
<td>Rhetorical Criticism or Communication Analysis and Criticism</td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td></td>
<td>16</td>
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<tr>
<td><strong>Junior</strong></td>
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<td></td>
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<tr>
<td><strong>Fall</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation course in Major Area</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Applied Theories or Foundations course in Major Area (depending on major selected)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Applied Theories course in Major Area</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM 301</td>
<td>Critical Methodologies</td>
<td>3</td>
</tr>
<tr>
<td>Upper-Division General Education Course or Minor</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td></td>
<td>15</td>
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<tr>
<td><strong>Spring</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foundation course in Major Area</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Applied Theories course in Major Area</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credit Hours** 120

Please consult list of Senior Experience options relevant to each major.

### Linked BA/BS in Communication and MA in Lifespan and Digital Communication

The linked bachelor's/master's degree in communication/lifespan and digital communication is administered by the Communication and Theatre Arts Department. The purpose of this option is to allow exceptional majors in communication to count up to 12 hours of 500-level graduate coursework towards both the BA or BS in communication and, if accepted, the MA in lifespan and digital communication. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credits for the undergraduate degree and 30 discrete credits for the graduate degree). For more information, please contact Dr. Gary Beck.

### Linked BA/BS in Communication and MA in Humanities

Please refer to the Humanities section of this Catalog for information on the linked program leading to a BA or BS in communication and an MA in humanities.

### BA or BS to MBA (Master of Business Administration) Linked Program

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (http://catalog.odu.edu/...
graduate/stromecollegeofbusiness/) to develop an individualized plan of study based on the required coursework.

**BA or BS to MPA (Master of Public Administration) Linked Program**

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (http://catalog.odu.edu/graduate/business/public-service/). For additional information, please contact the School of Public Service in the Strome College of Business.