

Communications & Media Arts

Degree Type

Major

The Department of Communication and Media Arts offers a major in Communications with Specialization Tracks in the following: Integrated Media & Marketing, Digital Media and Production, Graphics, and Sports Communications. A minor is available in Communications.

Communications & Media Arts Department Goals

The Communications and Media Arts Department at Bethany College is designed to achieve the following goals for its students:

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- Demonstrate understanding of human and mediated communication principles, processes, and practices, and be able to engage in and interpret them.
- Understand legal and ethical responsibilities of communicators in a culturally diverse world.
- Demonstrate proficiency in invention, construction, and delivery of oral and written communication.
- Use communication theory and critical thinking to analyze a variety of communication and media settings.
- Be able to develop, conduct, report, and evaluate communication and media research.

Requirements for Major

Communication and Media Arts majors are expected to complete 44 of departmental courses including the following:

Item #	Title	Credits
COMM 101	Introduction to Communication	3
COMM 201	Media Writing	3
COMM 306	Communication Theory and Research	3
COMM 307	Advanced Methods and Application	3
COMM 311	Communication Law and Ethics	3
COMM 403	Globalization and International Communication	3
COMM 420	Professional Internship	2-3
COMM 490	Senior Project	3
COMM 495	Comprehensive Exams	

Nine credits from

Item #	Title	Credits
COMM 194	Online Radio	3
COMM 291	Tower Promotions and Productions	3
COMM 292	Interactive Multimedia Production	3

And a combination of nine credits from:

Item #	Title	Credits
COMM 104	Visual Communication	3
COMM 202	Digital Document Design	3
COMM 206	Public Speaking and Announcing	3
COMM 212	Social Media and Digital Marketing	3
COMM 218	Digital Production and Performance	3
COMM 300	Entrepreneurial Media	3
COMM 310	Digital Reporting	3
COMM 480	Special Topics	3

English requirement

All CMA majors must complete

Item #	Title	Credits
	Six credits in courses offered by the English program	6

In addition, all majors must complete one of the following courses:

Item #	Title	Credits
ACCT 202	Financial Accounting	3
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
PSYC 205	Statistics in Psychology I	3
MATH 281	Statistical Methods I	3
CPSC 151	Computer Science I	4
SOSC 340	Professional Transitions	3

All majors must also complete one of the following Specialization Tracks:

Integrated Media & Marketing:

Item #	Title	Credits
COMM 203	Principles of Advertising and Public Relations	3
COMM 412	Integrated Marketing Communications Campaigns	3

Digital Media and Production:

Item #	Title	Credits
COMM 200	Digital Media and Digital Culture	3
COMM 440	New Media Theory and Practices	3

Sports Communications:

Item #	Title	Credits
COMM 106	Introduction to Sports Communications	3
COMM 250	Multimedia Sports Production	3
	One course from PHED 243, 300, or 335	3
	It is recommended but not required that students consider taking PHED 244, 337, and 355	

