

# COMMUNICATION ARTS MAJOR

## Social Media and Public Relations Concentration

This worksheet is a guide to supplement your degree audit in Degree Works. All students need a minimum of 30 FSU course-credits to graduate. For students who change majors or enter FSU with transfer credits, your degree audit may appear differently, as previous coursework could fulfill Domains and Free Electives. Please see your Advisor and/or The Advising Center with any questions.

### **DOMAIN GENERAL EDUCATION (11 Courses Required):**

The FSU General Education consists of 11 requirements. In the Communication Arts major Domain I-B is satisfied through completion of the major (X), leaving **ten (10) courses to be completed** to satisfy the remaining General Education subdomains through courses taken outside the major department. Only courses designated (Gen. Ed. Domain) after the course title will meet General Education requirements. Please refer to the Undergraduate Catalog for full information.

#### **Common Core**

\_\_\_\_\_ A. ENWR 110 Composition II  
\_\_\_\_\_ B. MATH/STAT XXX (credit-bearing): \_\_\_\_\_

#### **Domain I**

\_\_\_\_\_ X  
\_\_\_\_\_ A. Creative Arts: \_\_\_\_\_  
\_\_\_\_\_ B. Humanities  
\_\_\_\_\_ C. Language: \_\_\_\_\_

#### **Domain II**

\_\_\_\_\_ A. Analysis, Modeling, Problem-Solving: \_\_\_\_\_  
\_\_\_\_\_ B. Natural Sciences (2): Non-Lab Science: \_\_\_\_\_  
\_\_\_\_\_ Lab Science: \_\_\_\_\_

#### **Domain III**

\_\_\_\_\_ A. Perspectives on the Past: \_\_\_\_\_  
\_\_\_\_\_ B. Perspectives on Contemporary World: \_\_\_\_\_  
\_\_\_\_\_ C. Global Competency, Ethical Reasoning,  
and/or Human Diversity: \_\_\_\_\_

X = Fulfilled through completion of major

\* = Required course in the major

### **MAJOR COURSES (17):**

#### **Required Core Courses (7):**

_____	COMM 115	Human Communication
_____	COMM 130	Visual Communication
_____	COMM 145	The Creative Process
_____	COMM 250	Media/Society/Self
_____	COMM 495	Internship in Comm., Media & Performance
_____	COMM 450	Senior Seminar in Comm., Media & Performance
_____	MUSC 136	Pathways to Musical Understanding

#### **Social Media & Public Relations Concentration Courses (10):**

#### **Required Courses (4):**

_____	COMM 231	Advertising Techniques
_____	COMM 275	Public Relations
_____	COMM 297	Communication and Social Media
_____	COMM 357	Strategic Communication

#### **Required Electives (6):**

Choose six (6) courses from the lists below, with two (2) courses from each category. Two (2) courses must be at the 300-level or above. In each category, students must select at least one (1) course with the subject prefix COMM.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Some courses below will satisfy General Education requirements as noted.*

#### **Category 1: Branding and Consumer Analysis**

ARTS 366	Branding and Identity Design
COMM 220	Mass Communication
COMM 322	Persuasion and Social Influence
COMM 330	Organizational Communication
MGMT 280	Organizational Behavior
MRKT 181	Marketing Principles
MRKT 218	Personal Branding and Business Etiquette (I-A)
MRKT 301	Brand Management
MRKT 308	Digital and Social Media Marketing
MRKT 313	Advertising and Promotion

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**Category 2: Media & Design**

ARTS 188	Introduction to Photography: Black and White (I-A)
ARTS 216	Interactive Design
ARTS 230	Digital Tools for Art and Design
COMM 209	Audio Production: Podcasting
COMM 226	Writing for Visual Media
COMM 280	Introduction to Film Production
COMM 309	Video Editing and Effects
COMM 312	Screenwriting
COMM 317	Video Production: Vlogging
CSCI 140	Introduction to the Internet, Graphics, and Multimedia (I-A)
ENGL 377	Writing for Online and Social Media

**FREE ELECTIVES (0-3):**

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