

**Recommended Course Sequence for  
B.S. in Communication**

| <b>FIRST YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>SECOND YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>BBS 102 The Drama of Scripture (3)<br/>           COM 208 Interpersonal Communication (3)<br/>           EFT 101 Effective Thinking (1)<br/> <i>ENG 101 Critical Reading &amp; Writing I (3)+</i><br/> <i>ENG 102 Critical Reading &amp; Writing II (3)+</i><br/>           HIS ____ History core elective (3)<br/>           NSC ____/____L Natural Science course w/Lab (4)<br/>           MTH 117 Introductory Statistics [or higher] (3)<br/>           PSY 103 Introduction to Psychology (3)<br/>           SOC ____ Sociology core selection (3)<br/> <u>General Elective (3)</u><br/> <b>TOTAL CREDITS: 32</b></p> | <p>BBS 202 Jesus: The Focus of Scripture (3)<br/>           BUS 238 Business Communication (3) [WE]<br/>           BUS 247 Principles of Marketing (3)<br/>           BUSI 271 Social Media Marketing: Foundations (3)<br/>           COM 205 Public Speaking (3)<br/>           COM 305 Media Effects on Children &amp; Adolescents (3)<br/>           COM/ENG 361 Intro to Mass Communication (3)<br/>           HFA core selections 1-2 (6)<br/> <u>General Elective (3)</u><br/> <b>TOTAL CREDITS: 30</b></p> |
| <b>THIRD YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>FOURTH YEAR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>BBS 304 Scripture: Reading &amp; Interpretation (3)<br/>           BBS ____ Biblical Studies elective (3)<br/>           BUSI 272, 274, or 275 Soc Media Mktg Elective (3)<br/>           COM 306 Organizational Communication (3)<br/>           COM 307 Principles of Graphic Design (3)<br/>           COM/BUS Electives (6)<br/>           ENG 262 Advanced Writing: Non-Fiction (3) [WE]<br/> <u>General Electives (4)</u><br/> <b>TOTAL CREDITS: 28</b></p> <p><i>+Take these courses in consecutive terms</i></p>                                                                                                   | <p>BUS 375 Digital Marketing (3)<br/>           BUS 436 Professional Ethics (3) [WE]<br/>           COM/ENG 365 Media Writing (3)<br/>           COM 461 Public Relations (3)<br/>           COM 405 Mass Communication Law (3)<br/>           COM 497 Communication Internship (6)<br/>           THE 405 Christ, Culture &amp; Career (3) [WE]<br/> <u>General Electives (6)</u><br/> <b>TOTAL CREDITS: 30</b></p>                                                                                              |

**Required Courses.** The B.S. in Communication program consists of the following courses:

***General Education Core (32 credits)***

*Essential Skills*

|                                       |   |
|---------------------------------------|---|
| EFT 101 Effective Thinking            | 1 |
| ENG 101 Critical Reading & Writing I  | 3 |
| ENG 102 Critical Reading & Writing II | 3 |
| COM 205 Public Speaking               | 3 |

*Humanities & Fine Arts*

*Select 6 credits from the following HFA core course from at least two different areas/prefixes:* 6

- ENG \_\_\_\_ English Course (3)
- HUM \_\_\_\_ Humanities Course (3)
- MUS 102 Music Appreciation (3)
- PHL \_\_\_\_ Philosophy Course (3)

*Natural Sciences*

|                                                    |   |
|----------------------------------------------------|---|
| NSC ____ and ____L Natural Science course with Lab | 4 |
|----------------------------------------------------|---|

*Mathematics*

|                                             |   |
|---------------------------------------------|---|
| MTH 117 Introductory Statistics (or higher) | 3 |
|---------------------------------------------|---|

*Social & Behavioral Sciences*

|                                    |   |
|------------------------------------|---|
| HIS ____ History core elective     | 3 |
| PSY 103 Introduction to Psychology | 3 |

*Select one of the following Sociology courses:* 3

- SOC 103 Introduction to Sociology (3)
- SOC/HIS 210 Cultural Anthropology (3)
- SOC/HIS 214 Geography (3)

***Biblical Studies Minor (15 credits)***

|                                             |   |
|---------------------------------------------|---|
| BBS 102 The Drama of Scripture              | 3 |
| BBS 202 Jesus: The Focus of Scripture       | 3 |
| BBS 304 Scripture: Reading & Interpretation | 3 |
| BBS ____ Biblical Studies elective          | 3 |
| THE 405 Christ, Culture & Career [WE]*      | 3 |

***Communication Major (57 credits)***

|                                                           |   |
|-----------------------------------------------------------|---|
| BUS 247 Principles of Marketing                           | 3 |
| BUSI 271 Social Media Marketing: Foundations & Strategies | 3 |

*Select 3 credits from the following Social Media Marketing courses:* 3

- BUSI 272 Social Media Marketing: Twitter (3)
- BUSI 274 Social Media Marketing: LinkedIn (3)
- BUSI 275 Social Media Marketing: Facebook (3)

|                                              |   |
|----------------------------------------------|---|
| BUS 375 Digital Marketing                    | 3 |
| BUS 436 Professional Ethics [WE]*            | 3 |
| COM 238/BUS 238 Business Communication [WE]* | 3 |

|                                                          |            |
|----------------------------------------------------------|------------|
| COM 305 Media Effects on Children and Adolescents        | 3          |
| COM/ENG 361 Introduction to Mass Communication           | 3          |
| COM 365/ENG 365 Media Writing                            | 3          |
| COM 461 Public Relations                                 | 3          |
| COM 497 Communication Internship                         | 6          |
| COM 208 Interpersonal Communication                      | 3          |
| COM 306 Organizational Communication                     | 3          |
| COM 307 Principles of Graphic Design                     | 3          |
| COM 405 Mass Communication Law                           | 3          |
| COM/BUS ____ Communication or Business elective course 1 | 3          |
| COM/BUS ____ Communication or Business elective course 2 | 3          |
| ENG 262 Advanced Writing: Nonfiction [WE]                | 3          |
| <b>General Electives (16)</b>                            |            |
| Elective Courses                                         | <u>16</u>  |
| <b>TOTAL DEGREE CREDITS:</b>                             | <b>120</b> |

*\*Writing Emphasis course*