



MOUNT ST. JOSEPH
UNIVERSITY

Communication & New Media Studies Major – Bachelor of Arts With Strategic Communication Concentration

FIRST YEAR-SEMESTER #1	FIRST YEAR- SEMESTER #2	UNIVERSITY CORE
COM 100/ENG 101 3	COM 100/ENG 101 3	COMMON GOOD
CORE 115 3	MTH 174 Statistics 3	CORE 115 Common Ground Code COR
SOC 103 3	Core requirement 3	Justice & the Common Good Code JCG
GRD 110 Digital Literacy 3	Core requirement 3	Ethics Code CE
Core requirement 3	Core requirement 3	Experiential Learning Code EXP
		Core Capstone Code CCP
SECOND YEAR-SEMESTER #1	SECOND YEAR-SEMESTER #2	HUMANITIES
COM 201 New Media, Culture & Society 3	COM 295 Writing for New Media Environments 3	Speech (COM 100) Code C
COM 220 Visual Comm 3	COM 300 Adv Composition 3	Writing (ENG 101) Code C
COM 250 Digital Video Prod 3	ECO 212 Prin of Microecon 3	Literature (ENG) Code CL
BUS/CIS elective 3	MGL elective 3	Art or Music Code CAM
Core requirement 3	CED 370 Creating your Career 2	History Code CH
CED 220 Foundations of Professionalism 1	Core requirement 3	Religious Studies Code CR
		Philosophy Code CP
THIRD YEAR-SEMESTER #1	THIRD YEAR-SEMESTER #2	SCIENCES
COM 303 Comm & Media Theory 3	COM 311 New Media Law & Ethics 3	Biology/Chemistry/Physics + Lab Code CN
COM 320 Public Speaking & Advocacy 3	COM 321 Public Relations in the Digital Age 3	Mathematics Code CMA
MKT 300 Prin of Marketing 3	COM Experiential Learning 3	SOC 103 Our Social World Code CS
Core requirement 3	BUS/MGL elective 3	Choose one discipline:
Core requirement 3	Elective 3	ECO 212 Microeconomics Code CEP
		PSY 103 Psychology Code CEP
FOURTH YEAR-SEMESTER #1	FOURTH YEAR-SEMESTER #2	NOTES
COM 410 Research Methods 3	COM 498 Senior Thesis 3	120 credits hours minimum needed to graduate.
COM Experiential Learning 3	COM Experiential Learning 3	**Curriculum Guide does not replace advisement by a faculty member within the Communication & New Media Studies program.**
MKT 365 Consumer Behavior 3	Core Capstone 3	
MGL/MKT elective 3	Elective 3	
Elective 3		
<i>Pick one BUS/CIS elective option:</i>	<i>Pick one MGL elective option:</i>	
BUS 240 Research Methods for Bus. Decision Making 3	MGL 300 Management/Org Behavior 3	
CIS 135 Spreadsheets 3	MGL 301 Leadership Found. 3	
<i>Pick one MGT/MKT elective option:</i>	<i>Pick one BUS/MGL elective option:</i>	
MGL 435 Strategic Management 3	BUS 352 Business Communications 3	
MKT 415 Marketing Research 3	MGL 345 Conflict Resolution & Negotiations 3	