

# COMMUNICATION & MEDIA STUDIES (BS)

## Contacts

**Program Director:** Kevin Thompson, PhD (pending final contract)  
**Campus:** East Falls  
 Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/humanities-sciences/degree-programs/communication.html>)

## Program Description

The Jefferson Communication & Media Studies program prepares students for today's media marketplace through a broad-based education that emphasizes storytelling, critical thinking, and creative problem-solving and multimedia skills development.

The program tailors itself to the unique career goals of each student, and provides the key skills necessary to transition into new areas of communications, as the marketplace continues to change and grow.

## Learning Goals/Outcomes

- **Planning and Process:** apply a process of self-reflection and self-evaluation in order to plan their course of study and professional path in Communication [integration]
- **Visual Literacy:** read, interpret, and analyze visual information in multiple forms of 153 media [visual]
- **Idea Invention:** engage in generative and iterative processes to develop and communicate original ideas to achieve specific communication goals [rhetoric, practice, visual, integration]
- **Rhetoric and Writing:** identify and apply written techniques of argument and persuasion appropriate to specific tasks, audiences, and platforms [rhetoric, practice]
- **Visual/Verbal Presentation:** synthesize & understanding of visual and verbal communication techniques and technologies to create effective presentations for specific audiences [rhetoric, practice, visual, integration]
- **Narrative Creation:** identify and apply written and visual narrative strategies to the invention and communication of persuasive stories for specific audiences [rhetoric, practice, visual, integration]
- **History/Theory:** explore the relationship between meaning and context through analysis of historical and contemporary communicative expressions [rhetoric, practice, visual integration]

## Curriculum: 4 Year, 122-128 Credits

Course	Title	Credits
<b>First Year</b>		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3
DBTU 114	Debating U.S. Issues	3
MATH XXX	Mathematics	3-4
	Scientific Understanding	3-4
	Scientific Understanding/Math/STAT	3-4
COMM 101		3
COMM 202		3
COMM 102		3

Course	Title	Credits
COMM 107		3
COMM 204		3
General Elective		3
<b>Credits</b>		<b>34-37</b>
<b>Second Year</b>		
ADIV 2XX	American Diversity	3
ETHC 1XX	Ethics	3
WRIT 20X	Multimedia Communication	3
GDIV 1XX	Global Diversity	3
POTO 205	Photography as Communication	3
COMM 206		3
COMM 300		3
DBTG 300		3
COMM 307		3
COMM 200		3
<b>Credits</b>		<b>30</b>
<b>Third Year</b>		
GCIT 2xx	Global Citizenship	3
ISEM 3XX	Integrative Seminar	3
MKTG 102	Principles of Marketing	3
MKTG XXX	Marketing Elective	3
COMM 316		3
Com Related Minor 1		3-4
Com Related Minor 2		3-4
Com Related Minor 1		3-4
Com Related Minor 2		3-4
General Elective		3
<b>Credits</b>		<b>30-34</b>
<b>Fourth Year</b>		
HALLMK 499		3
ETHC 1XX	Ethics	3
COMM 402		3
COMM 404		3
Com Related Minor 3		3-4
Com Related Minor 4		3-4
Com Elective/Open Minor 3		3-4
Com Elective/Open Minor 4		3-4
General Electives		9
<b>Credits</b>		<b>33-37</b>
<b>Total Credits</b>		<b>127-138</b>