

OUACHITA BAPTIST UNIVERSITY

Degree: B.A.

Major: Communications & Media

2017-18

COMMON CORE		Credit Hours
All students take the following courses.		
CORE 1002	OBU Connections [†]	2
CORE 1023	The Contemporary World	3
CORE 1043	Composition I	3
CORE 1113	Survey of the Bible	3
CORE 1123	Interpreting the Bible	3
CORE 2213	Western Civilization in Global Context	3
CORE 2233	World Literature	3
CORE 2334	Scientific Inquiry ¹	4
CORE 3023	Scientific Connections ²	3
¹ Prerequisite: Completion of the Analytic & Quantitative Reasoning Requirement.		
² Prerequisite: CORE 2334 Scientific Inquiry		
FLEXIBLE CORE		
Choose as indicated from each of the seven categories.		
Analytic & Quantitative Reasoning (One course*)		3
MATH 1003	College Algebra	
MATH 1033	Mathematics for the Liberal Arts	
PHIL 1003	Introduction to Philosophy	
PHIL 1023	Logic	
* Students with ACT math score of 22 or less (SAT 530 or less) must choose one of the MATH courses.		
Applied Skills (One course)		0
COMM 1003	Fundamentals of Public Speaking (Satisfied by major)	
FINN 2003	Personal Finance	
Artistic Engagement (One course**)		3
FINA 3113	Fine Arts: Art	
FINA 3123	Fine Arts: Music	
FINA 3133	Fine Arts: Theatre	
** May be satisfied by participation in the European Study Program.		
Civic Engagement in America (One course)		3
PSCI 2013	American National Government	
HIST 2003	United States History to 1877	
HIST 2013	United States History Since 1877	
Intercultural Appreciation and Communication[†] (Two courses)		6
CHIN, FREN, GERM, GREK, HEBR, ITAL, LATN, JAPN, RUSS, SPAN	Two semesters of credit in the same foreign language. May also be satisfied by approved language-intensive study-abroad experience.	
Physical Well-being (One course)		2-3
KIN 1002	Concepts of Wellness	
KIN 2073	Health and Safety	
LST 2013	Outdoor Leisure Pursuits	
EXPERIENTIAL CORE		
CHAP 1000	Chapel (7 credits required)	0
FINA 4011	Arts Engagement Series	1
Total		45-46

[†] For more detail, refer to the School of Interdisciplinary Studies section of the catalog.

GENERAL GRADUATION REQUIREMENTS	
7 Chapel Credits, or 1 per semester for transfer students	
2.000 minimum GPA (overall, OBU, major, and minor)	
At least 24 hours with grades of C or higher in the major	
Jr./Sr. Hours: At least 39 total, 12 in the major and 6 in the minor	
At least 60 hours taken at OBU, including 30 of last 36 hours.	

MAJOR		Credit Hours
COMM 1003	Fundamentals of Public Speaking	3
COMM 1033	Introduction to Communications	3
COMM 2343	Fundamentals of Media Writing	3
COMM 3000.5	Practicum II, taken twice	1
COMM 4023	Communication Law	3
COMM 4303	Online Media	3
COMM 4703	Issues in Communications	3
COMM 4601	Senior Seminar in Communications	1
Total		20

EMPHASIS REQUIREMENTS – Choose one of the following areas		
Strategic Communication (12 hours)		
COMM 3063 <i>or</i> COMM 3073	Principles of Advertising <i>or</i> Public Relations Principles and Problems	3
COMM 4103	Advertising/Public Relations Campaigns	3
Choose two of the following:		
COMM 2023	Publication Design	6
COMM 3063	Principles of Advertising	
COMM 3073	Public Relations Principles and Problems	
COMM 3543	Social Media	
COMM 4363	Event Planning	
COMM 4553	Media Management	
COMM 3803	Internship (or COMM elective or ENGL 3003)	
Visual Media & Film (12 hours)		
COMM 2053	Introduction to Video Production	3
COMM 3153	Social History of Film, Radio, and Television	3
Choose two of the following:		
COMM 2013	Introduction to Photography	6
COMM 3133	Advanced Video Production	
COMM 3143	Motion Picture Production	
COMM 3643	Motion Picture Script Development	
COMM 4563	OBU at Sundance	
COMM 3803	Internship (or COMM elective or ENGL 3003)	
Multimedia Journalism (12 hours)		
COMM 2023	Publication Design	3
COMM 2053	Introduction to Video Production	3
COMM 3543	Social Media	3
Choose one of the following:		
COMM 2013	Introduction to Photography	3
COMM 3013	Feature Writing	
COMM 3093	Broadcast Journalism	
COMM 3433	Christian Communications	
COMM 4093	Broadcast Performance	
COMM 3803	Internship (or COMM elective or ENGL 3003)	
Sports Media (12 hours)		
COMM 3163	Sports Journalism	3
Choose three of the following:		
COMM 2013	Introduction to Photography	9
COMM 2023	Publications Design	
COMM 3013	Feature Writing	
COMM 3073	Public Relations Principles and Problems	
COMM 3093	Broadcast Journalism	
COMM 3543	Social Media	
COMM 4093	Broadcast Performance	
COMM 3803	Internship (or COMM elective or ENGL 3003)	
Integrated Communications (12 hours)		
Choose twelve COMM hours, 6 of which are Jr/Sr level. ENGL 3003 will also count toward the elective hours.		12

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Communications Studies (12 hours)		
COMM 3033	Interpersonal Communication	3
Choose one of the following:		
COMM 3003	Advanced Public Speaking	3
COMM 3273	Argumentation and Debate	
COMM 3783	Great Speeches	
Choose two of the following:		
COMM 2043	Small Group Communication	6
COMM 3003	Advanced Public Speaking	
COMM 3073	Public Relations Principles and Problems	
COMM 3273	Argumentation and Debate	
COMM 3783	Great Speeches	
COMM 4053	Organizational Communication	
COMM 4093	Broadcast Performance	
COMM 4313	Intercultural Communication	
COMM 4363	Event Planning	
COMM 4433	Family Communication	
COMM 4463	Conflict in Communication	
COMM 47_3	Issues in Communications (2x)	
COMM 3803	Internship (or ENGL 3003)	
Total		12

MINOR: A minor of at least 18 hours must be completed outside of communications	18
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ELECTIVES: Choose courses to total 120 hours, including 39 Jr/Sr-level hours.	24-25
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CREDIT HOUR SUMMARY	
CORE	45-46
MAJOR	20
EMPHASIS	12
MINOR (minimum)	18
ELECTIVES	24-25
Total	120