

# COMMUNICATION AND MEDIA STUDIES, B.A. - CONCENTRATION IN PUBLIC RELATIONS/ADVERTISING

TRM 485	Internet Marketing	3
TRM 487	Mkg Tourism & Rec	3

## B.A. Requirements

Code	Title	Credits
<b>Liberal Arts Requirement</b>		
VSJ 100	Vincentian Social Justice	3
<b>General Education</b>		
Foundation Courses ( <a href="http://catalog.niagara.edu/undergraduate/curriculum/foundation-courses/">http://catalog.niagara.edu/undergraduate/curriculum/foundation-courses/</a> )		27
Distribution Courses ( <a href="http://catalog.niagara.edu/undergraduate/curriculum/general-education-distribution-courses/">http://catalog.niagara.edu/undergraduate/curriculum/general-education-distribution-courses/</a> )		30
<b>Major Requirement</b>		
CMS 100	Introduction to Media Studies	3
CMS 120	Media Writing	3
CMS 200	Media Theory	3
CMS 222	Digital Journalism	3
CMS 245	Digital Media Production	3
CMS 330	Research Methods	3
CMS 345	Video Production and Laboratory	4
CMS 395	Mass Communications Law	3
CMS 460	Senior Seminar	3
Media Writing Elective		3
CMS Electives		15
Advised Electives		15
<b>Total Credits</b>		<b>121</b>

## Concentration Requirements

Code	Title	Credits
<b>Media Writing Electives (2)</b>		
CMS 222	Digital Journalism	3
CMS 226	Specialty Journalism	3
<b>CMS Electives (3)</b>		
CMS 310	Advertising	3
CMS 315	Public Relations	3
CMS 361	Politics and Media	3
CMS 491	Internship (PR/Advertising-related internship)	3
<b>Advised Electives</b>		
ENG 231	Business Communication	3
ENG 351	Grant Writing	3
MKG 181	Principles of Marketing	3
MKG 305	Integrated Marketing Communication	3
MKG 311	Marketing Research	3
MKG 313	Consumer Behavior	3
MKG 325	International Marketing	3
SPM 455	Sport & Rec Marketing and Promotions	3
SPM 250	Sport & Rec Communication & Technology	3