



**KEAN UNIVERSITY - COLLEGE OF LIBERAL ARTS
(41107) B.A. IN COMMUNICATION (PUBLIC RELATIONS OPTION) 120 S.H.**

For students graduating from Ocean County College with the A.A. in Digital Mass Media with Broadcast/Production Option transferring to Kean University

Minimum GPA required for declaration into major and graduation: 2.5

Kean University Courses are in Blue (59 S.H.) Ocean County College Courses are in Green (61 S.H.)

EFFECTIVE DATE: Fall 2021

See the Current Undergraduate Academic Catalog for Requirements to Graduate with Honors

GENERAL EDUCATION: 41 S.H.		ACADEMIC MAJOR: 45 S.H. (Total)	
Foundation Requirements: 13 S.H.¹		MAJOR REQUIRED COURSES⁴: 12 S.H.	
GE 3000 Transfer Transitions ²	1	COMM 2425 Interpersonal Communication	3
ENG 1030 College Composition ³	3	COMM 2503 Mass Media	3
MATH 1016 Statistics OR MATH 1010 Foundations of Math	3	COMM 3510 Persuasive Communication	3
COMM 1402 Speech Comm ⁴	3	COMM 3720 Communication and Media Theory (WE)**	3
GE 2023 Research & Technology	3	OPTION REQUIRED COURSES⁴: 21 S.H.	
DISCIPLINARY & INTERDISCIPLINARY⁵		COMM 2403 Digital Video Production ⁶	COEM 120 TV Studio Production
Distribution Requirements: 29 S.H.		COMM 2920 Introduction to Journalism	3
Humanities: 9 S.H. (from different Areas)		COMM 3280 News Literacy	3
*ENG 2403 World Literature	GHUM Literature	3	COMM 3660 Public Relations
Take two "GE Approved" courses from 2 areas below:		COMM 4620 Public Relations Writing	3
Fine Arts	Humanities Gen Ed	COMM 4630 Public Relations Campaigns	3
Philosophy or Religion		COMM 4650 Media Relations and Publicity	3
Foreign Languages (Must take I and II for credit)	Humanities Gen Ed	CHOOSE ANY 4 COMMUNICATION COURSES (Including List D)⁴: 12 S.H.	
Music or Theatre		COMM	COMM 151 Media Writing 1
Interdisciplinary		COMM	COEM 220 Video Location Production
Social Sciences: 9 S.H.		COMM	COEM 284 Broadcast News Production
*HIST 1062 Worlds Of History	HIST Gen Ed.Course (GHIS)	3	COMM
ID 2415 Small Group Comm (Required of Comm Majors) ⁴	3	COMM	OR COMM 3173 (Internship) ^{6,7}
Take one "GE Approved" course from the areas below:		Major Capstone Course⁴: 3 S.H.	
Psychology	Diversity Gen. Ed. Course (GDIV)	3	COMM 4962 Communication Senior Seminar
Economics or ES 1010 World Geography		FREE ELECTIVES: 30-31 S.H. (Communication courses cannot be used as free electives. At least 50% must be at the 3000/4000 level.)	
Political Science		1000-4000 Free Elective	STSC 150 Student Success
Sociology or Anthropology		1000-4000 Free Elective	Any Unused Transferrable OCC Course
Science and Mathematics: 11 S.H.		1000-4000 Free Elective	Any Unused Transferrable OCC Course
MATH 1000;1016;1030;1054;CPS 1032;1231	Technology GEEd (CSIT 110 Intro to Computers preferred)	3	1000-4000 Free Elective
Lab Science	GSCS approved Lab Science	4	1000-4000 Free Elective
Second Science Course	Lab Science	4	1000-4000 Free Elective
¹ See Pre-Requisites and equivalencies ² University Requirement for graduation for all transfer students complete GE 3000 ³ English 1030 requires a grade of C or higher ⁴ All major courses ID 2415 & capstone require a grade of C or better. Need a GPA of 2.5 or better to graduate. ⁵ All courses under GE Disciplinary/ID distribution requirements must be selected from the approved GE Distribution Course List (GEHU Humanities; GESS Social Sciences; GESM Science and Mathematics.) ⁶ Students may have to purchase a camera for this course. ⁷ Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an Internship.Students can be approved for a maximum of 2 (3 credit internships) which		3000-4000 Free Elective	3
		3000-4000 Free Elective	3
		3000-4000 Free Elective	3
		3000-4000 Free Elective	3
		3000-4000 Free Elective OR COMM 3171-3172 Optional Internship ^{6,7}	3

may be used to fulfill major elective requirements. COMM 3171 and COMM 3172 cannot be used as major electives.

⁸Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an Internship. A maximum of 6 credits for internships is allowed. COMM 3171 (1 credit free elective) and COMM 3172 (2 credits free elective) and COMM 3173 (3 credits free elective) can be combined for a maximum of 6 credits.

*GE Distribution Course required of all students.

** (WE) Writing Emphasis Course

Revised 4/14/2021 By: Jessica Adams & Taylor LaCava