

**(41107) B.A. IN COMMUNICATION (PUBLIC RELATIONS OPTION): 124 SEMESTER HOURS (S.H.)**

For students graduating from Ocean County College with the A.A. in Liberal Arts and transferring to Kean University

Kean University Courses are in Blue (61 S. H.) Ocean County College Courses are in Green (63 S. H.)

**EFFECTIVE DATE: Fall 2015**
**KEAN GRADUATING GPA REQUIREMENT: 2.5**

| GENERAL EDUCATION REQUIREMENTS: 45 S.H.   |   |   | ACADEMIC MAJOR <sup>1, 2</sup> : 45 S.H.  |                                 |   |
|---|---|---|---|---------------------------------|---|
| <b>Foundation Requirements: 13 S.H.</b>   |   |   | <b>Required: Core I<sup>1, 2</sup>: 12 S.H.</b>   |                                 |   |
| GE 3000 Transfer Transitions  |   | 1 | COMM 2405 Public Speaking   |                                 | 3 |
| ENG 1030 English Comp <sup>1</sup>  | ENGL 151 English I <sup>1</sup>   | 3 | COMM 2503 Mass Media  | COMM 281 Mass Communications    | 3 |
| MATH 1016(rec) or 1010  | MATH 151 Survey of Math (or higher)   | 3 | COMM 3510 Persuasion  |                                 | 3 |
| COMM 1402 Speech Comm <sup>1</sup>  | COMM 154 Public Speaking <sup>1</sup>   | 3 | COMM 3720 Communication and Media Theory  |                                 | 3 |
| GE 2023 Research/Tech   | ENGL 152 English II   | 3 |   |                                 |   |
| <b>DISCIPLINARY &amp; INTERDISCIPLINARY DISTRIBUTION COURSES</b>                                    |   |   | <b>Required: Core II<sup>1, 2</sup>: 18 S.H.</b>  |                                 |   |
| <b>Humanities: 9 S.H.</b>   |   |   | <b>Public Relations Specialization.</b>   |                                 |   |
| ENG 2403 World Literature   | General Education Literature (GHUM)   | 3 | COMM 2403 Prod Foundations I  | Any COEM course                 | 3 |
| Select <b>Two</b> courses from below  |   |   | COMM 2920 Intro to Journalism   |                                 | 3 |
| Fine Arts/Art History   | Select two courses from OCC list of GHUM courses, excluding English and History. Note: Credit for a foreign language is granted upon completion of 6 credits of the same language, with 3 credits applied here and 3 credits applied to free electives. | 3 | COMM 3660 Public Relations  | COMM 272 Pub Relat & Publicity  | 3 |
| Philosophy or Religion  |   |   | COMM 3920 Spec Writing for the Web or COMM 3915 Feat Writing  | 3                               |   |
| Foreign Languages   |   |   | COMM 4620 Public Relations Writing  | 3                               |   |
| Music or Theatre  |   |   | COMM 4640 Public Relations Cases  | 3                               |   |
| Interdisciplinary   |   |   |   |                                 |   |
|   |   |   |   |                                 |   |
| <b>Social Sciences: 9 S.H.</b>  |   |   | <b>Required: Communication Electives<sup>1, 2, 3</sup>: 15 S.H.</b>   |                                 |   |
| HIST 1062 Worlds of History   | General Education History (GHIS)  | 3 | COMM  | OCC COMM Course¥                | 3 |
| Choose 2 courses from different areas:  |   |   | COMM  | OCC COMM Course¥                | 3 |
| Psychology  | Select two courses from the Ocean County College GSOC list of approved courses.   | 3 | COMM  |                                 | 3 |
| Economics or Geography  |   |   | COMM  |                                 | 3 |
| Political Science   |   |   | COMM  |                                 | 3 |
| Sociology or Anthropology   |   |   | COMM  |                                 | 3 |
| Interdisciplinary   |   |   |   |                                 |   |
|   |   |   | <b>FREE ELECTIVES (No COMM Courses): 28 S.H.</b>  |                                 |   |
|   |   |   | <b>At least 50% must be at the 3000/4000 level, chosen with advisement</b>  |                                 |   |
|   |   |   | FEX 1000 Generic lower elective   | Any unused transferrable credit | 3 |
| <b>Science and Mathematics: 11 S.H.</b>   |   |   | Any Kean University Course  | Any unused transferrable credit | 1 |
| MATH 1010;1016;1030;1054 or CPS 1032; 1231  | CSIT 110 Computer Literacy or higher  | 3 | Any Kean University Course¥   |                                 | 3 |
| Lab Science   |   |   | Any Kean University Course¥   |                                 | 3 |
| Select a 4 Credit lab from: Biology, Physics, Chemistry or Astronomy                                | Select one 4 credit science class with lab from the Ocean County College GSCL list.   | 4 | Any Kean University Course  |                                 | 3 |
| Second Science Class  |   |   | 3000/4000 level Kean University Course  |                                 | 3 |
| Select a second (3 or 4 credit) class from the above list or an approved interdisciplinary science. | Select a second science class from the Ocean County College GSCL list.  | 4 | 3000/4000 level Kean University Course  |                                 | 3 |
|   |   |   | <b>TOTAL CREDITS 124 S.H.</b>   |                                 |   |
| <b>Health/Physical Education: 3 S. H.</b>   |   |   | <sup>1</sup> Requires a minimum grade of C or better.   |                                 |   |
| ID 1225 Issues in Contemp Health or ID 1010 Leisure & Rec in Multi                                  | HEHP 225 Contemporary Health  | 3 | <sup>2</sup> All Major courses and capstone require a grade of C or better. An overall  |                                 |   |
|   |   |   | <sup>3</sup> Students with a minimum of a 3.0 Kean G.P.A. can receive credit for an independent study or internship.  |                                 |   |
| <b>G. E. and Major Capstone: 3 S. H.<sup>2</sup></b>  |   |   |   |                                 |   |
| COMM 4962 Communication Research Seminar <sup>2</sup>   |   | 3 | ¥ If a student does not take the full 12 credits of COMM classes (listed on the following pages) at OCC, the additional credits needed to equal 63 transferred, will be applied to the Free Electives. The remaining COMM electives would then be taken through Kean. |                                 |   |
| <b>Additional Required Course: 3 S.H.</b>   |   |   |   |                                 |   |
| ID 2415 Group Communication <sup>1, 2</sup>   |   | 3 |   |                                 |   |

## List of Kean University Communication Courses (2016)

| <b>Journalism Courses</b>          |  |  |   |
|------------------------------------|--|--|---|
| COMM 2920                          | Introduction to Journalism                   |  | 3 |
| COMM 3280                          | News Literacy                                |  | 3 |
| COMM 3780                          | Tower Practicum (student newspaper)          |  | 3 |
| COMM 3910                          | Advanced Journalism                          |  | 3 |
| COMM 3915                          | Feature Writing                              |  | 3 |
| COMM 3917                          | Sports Writing in Journalism                 |  | 3 |
| COMM 3920                          | Specialty Writing for the Web                |  | 3 |
| COMM 3925                          | Editing Skills in Journalism                 |  | 3 |
| <b>Media &amp; Film Courses</b>    |  |  |   |
| COMM 2403                          | Production Foundations I                     | COEM 230 Audio Recording for EI Media  | 3 |
| COMM 2502                          | Sight, Sound and Motion                      | COEM 220 Television Location           | 3 |
| COMM 2503                          | Mass Media                                   | COMM 281 Mass Communication            | 3 |
| COMM 2603                          | Audio Production                             | COEM 231 Audio Production Techniques   | 3 |
| COMM 2703                          | Media Performance                            |  | 3 |
| COMM 3002                          | Film Theory                                  |  | 3 |
| COMM 3003                          | Media Journalism                             | COEM 284 Broadcast News Production     | 3 |
| COMM 3053                          | News Directing and Editing                   |  | 3 |
| COMM 3102                          | Film Production I                            |  | 3 |
| COMM 3202                          | International Film                           | FILM 191 World Cin or FILM 220 It Film | 3 |
| COMM 3402                          | Film History II                              |  | 3 |
| COMM 3502                          | Film Production II                           |  | 3 |
| COMM 3503                          | Media Criticism                              |  | 3 |
| COMM 3602                          | Scriptwriting                                | FILM 153 Screenwriting                 | 3 |
| COMM 3603                          | Topics in Media                              |  | 3 |
| COMM 3612                          | Film History I                               | FILM 192 Introduction to Film Genres   | 3 |
| COMM 3613                          | International Comparative Media              |  | 3 |
| COMM 3623                          | International News                           |  | 3 |
| COMM 3703                          | Broadcast Feature                            |  | 3 |
| COMM 3813                          | Video Field Production                       |  | 3 |
| COMM 3902                          | Animation I                                  |  | 3 |
| COMM 3903                          | Feature Production Company                   |  | 3 |
| COMM 3913                          | TV Studio Production                         |  | 3 |
| COMM 4002                          | Topics in Film                               |  | 3 |
| COMM 4003                          | Advanced Broadcast Writing                   |  | 3 |
| COMM 4102                          | Film Editing                                 |  | 3 |
| COMM 4813                          | Advanced Digital Media                       |  | 3 |
| COMM 4902                          | Animation II                                 |  | 3 |
| COMM 4903                          | Production Company II                        |  | 3 |
| <b>Other Communication Courses</b> |  |  |   |
| COMM 1402                          | Speech Communication as Critical Citizenship |  | 3 |
| COMM 2405                          | Public Speaking                              |  | 3 |
| COMM 2410                          | Debate                                       |  | 3 |
| ID 2415                            | Group Communication                          |  | 3 |
| COMM 2425                          | Interpersonal Communication                  |  | 3 |
| COMM 3103                          | Media Advertising and Sales                  |  | 3 |
| COMM 3216                          | International Business Communication         |  | 3 |
| COMM 3410                          | Voice and Speech                             | COMM 192 Voice and Diction             | 3 |
| COMM 3420                          | Interviewing                                 |  | 3 |
| COMM 3425                          | Nonverbal Communication                      |  | 3 |
| COMM 3430                          | Family Communication                         |  | 3 |
| COMM 3520                          | Organizational Communication                 |  | 3 |
| COMM 3525                          | Communication and Conflict Resolution        |  | 3 |

|           |   |  |   |
|-----------|---|--|---|
| COMM 3530 | Communicating Across                                    | COMM 202 Intercultural Communication   | 3 |
| COMM 3570 | Cinema As Cross-Cultural Communication                  |  | 3 |
| COMM 3590 | Business and Professional Communication                 |  | 3 |
| COMM 3660 | Public Relations  | COMM 272 Public Relation and Publicity | 3 |
| COMM 3630 | Gender, Language and Communication                      |  | 3 |
| COMM 3675 | Media Advertising                                       |  | 3 |
| COMM 3690 | Health Communication                                    |  | 3 |
| COMM 3700 | Community Building and Advocacy                         |  | 3 |
| COMM 3720 | Communication and Media Theory                          |  | 3 |
| COMM 3960 | Issues in Communication                                 |  | 3 |
| COMM 3970 | Political Communication                                 |  | 3 |
| COMM 3XXX | Instructional Communication                             |  | 3 |
| COMM 4204 | Communication Ethics                                    |  | 3 |
| COMM 4208 | Event Planning and Management                           |  | 3 |
| COMM 4350 | Consulting and Training in Communication                |  | 3 |
| COMM 4510 | Communication and Popular Culture                       |  | 3 |
| COMM 4520 | Communication and Technology                            |  | 3 |
| COMM 4610 | Communication and Law                                   |  | 3 |
| COMM 4615 | Communication and Mediation                             |  | 3 |
| COMM 4620 | Public Relations Writing                                |  | 3 |
| COMM 4625 | Communication and Negotiation                           |  | 3 |
| COMM 4640 | Public Relations Cases                                  |  | 3 |
| COMM 4813 | Advanced Digital Media                                  |  | 3 |
| COMM 4880 | Travel Learn :Organizational Leadership Across Cultures |  | 3 |
| COMM 4200 | Environmental Communication                             |  | 3 |
| COMM      | Listening   |  | 3 |
| COMM 4962 | Communication Research Seminar                          |  | 3 |
| COMM 4955 | Internship (a minimum of 3.0 GPA is required)           |  | 3 |
| COMM 3530 | Communicating Across Cultures                           | COMM 202 Intercultural Communication   | 3 |
| COMM 3570 | Cinema As Cross-Cultural Communication                  |  | 3 |
| COMM 3590 | Business and Professional Communication                 |  | 3 |
| COMM 3660 | Public Relations  | COMM 272 Public Relation and Publicity | 3 |
| COMM 3630 | Gender, Language and Communication                      |  | 3 |
| COMM 3675 | Media Advertising                                       |  | 3 |
| COMM 3690 | Health Communication                                    |  | 3 |
| COMM 3700 | Community Building and Advocacy                         |  | 3 |
| COMM 3720 | Communication and Media Theory                          |  | 3 |
| COMM 3960 | Issues in Communication                                 |  | 3 |
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| COMM 4962 | Communication Research Seminar                          |  | 3 |
| COMM 4955 | Internship (a minimum of 3.0 GPA is required)           |  | 3 |