

**KEAN UNIVERSITY**  
**COLLEGE OF HUMANITIES AND SOCIAL SCIENCES**  
**SCHOOL OF COMMUNICATION, MEDIA & JOURNALISM**  
**(41107) B.A. IN COMMUNICATION (PUBLIC RELATIONS OPTION): 124 S.H. (green)**

**EFFECTIVE DATE: FALL 2015**

**START TERM:**

NAME				
STUDENT ID#		TRANSFER INSTITUTIONS (X)	Credits:	
<b>GENERAL EDUCATION: 47-48 Semester Hours (S.H.)</b>				
<b>Foundation Requirements 13 S.H.</b>		<b>ACADEMIC MAJOR: 45 S.H. Total Credits<sup>2</sup></b>		
G.E. 1000 Transition to Kean <sup>1</sup>	1	<b>REQUIRED CORE I 12 S.H.</b>		
*ENG 1030 Composition <sup>2</sup>	3	COMM 2405 Public Speaking		3
MATH 1016 Statistics (Recommended) <sup>3</sup> <b>Or</b> MATH 1010 Foundations of Math	3	COMM 2503 Mass Media		3
COMM 1402 Speech Communication <sup>2</sup>	3	COMM 3510 Persuasion		3
GE 2023 Research & Technology	3	COMM 3720 Communication and Media Theory		3
<b>Disciplinary &amp; Interdisciplinary Distribution Requirements:</b>		<b>REQUIRED CORE II 18 S.H.</b>		
<b>Humanities: 9 S.H.</b>		COMM 2403 Production Foundations I <sup>5</sup>		3
*ENG 2403 World Literature	3	COMM 2920 Intro to Journalism		3
<b>Choose two courses from different areas:</b>		COMM 3660 Public Relations		3
Fine Arts/Art History	3	COMM 3920 Specialty Writing for the Web <b>Or</b> COMM 3915 Feature Writing		3
Philosophy or Religion	3	COMM 4620 Public Relations Writing		3
Foreign Languages (Must take I and II for credit)	3	COMM 4640 Public Relations Cases		3
Music and Theatre	3			
Interdisciplinary	3	<b>COMMUNICATION ELECTIVES: 15 S.H. Choose any COMM course</b>		
		COMM		3
<b>Social Sciences: 9 S.H.</b>		COMM		3
*HIST 1062 Worlds of History	3	COMM		3
<b>Choose two courses from different areas:</b>		COMM		3
Psychology	3	COMM		3
Economics or Geography	3			
Political Science	3	<b>FREE ELECTIVES 27-28 S.H.</b>		
		<b>At least 50% must be at 3000/4000 level</b>		
Sociology and Anthropology	3	<u>Lower Level</u>		<u>Upper Level</u>
<b>Science and Mathematics: 10 or 11 S.H.</b>				
MATH 1010;1016;1030;1054 or CPS 1032;1231	3			
Lab Science				
Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy; Interdisciplinary	4			
Additional Science Course	3/4			
<b>Health &amp; Physical Education : 3 S.H.</b>				
ID 1225 Issues in Contemporary Health <b>Or</b> ID 1010 Leisure & Recreation in Multicultural Society	3			
<b>G.E. and Major Capstone 3 S.H.</b>				
COMM 4962 Communication Research Seminar <sup>4</sup>	3			
				<b>Total Credits</b>
<b>ADDITIONAL REQUIRED COURSE: 3 S.H.</b>		<b>Director/Chair Signature (For Graduation Only)</b>		
ID 2415 Group Communication <sup>2</sup>	3			

		<b>Special Notes</b>	
		*GE required course	
		<sup>1</sup> Required of all Kean students with less than 10 credits	
		<sup>2</sup> Students must earn a minimum of a "C" grade	
		<sup>3</sup> MATH course used to fulfill Found Requirement cannot be used to fulfill Science and Mathematics Requirement	
		<sup>4</sup> All Major courses and capstone require a grade of C or better. Need a 2.5 G.P.A to graduate	
		<sup>5</sup> Students must purchase camera for this course	
		Students with a 3.0 GPA can receive credit for an internship	

## List of Communication Courses (2014) – Kean University

<b>Journalism Courses</b>	<b>Other Communication Courses</b>
	COMM 1402 Speech Communication as Critical Citizenship
COMM 2920 Introduction to Journalism	COMM 2405 Public Speaking
COMM 3280 News Literacy	COMM 2410 Debate
COMM 3780 Tower Practicum (student newspaper)	ID 2415 Group Communication
COMM 3910 Advanced Journalism	COMM 2425 Interpersonal Communication
COMM 3915 Feature Writing	COMM 3103 Media Advertising and Sales
COMM 3917 Sports Writing in Journalism	COMM 3216 International Business Communication
COMM 3920 Specialty Writing for the Web	COMM 3410 Voice and Speech
COMM 3925 Editing Skills in Journalism	COMM 3420 Interviewing
	COMM 3425 Nonverbal Communication
<b>Media &amp; Film Courses</b>	COMM 3430 Family Communication
COMM 2403 Production Foundations I	COMM 3520 Organizational Communication
COMM 2503 Mass Media	COMM 3525 Communication and Conflict Resolution
COMM 2603 Audio Production	COMM 3530 Communicating Across Cultures
COMM 2703 Media Performance	COMM 3570 Cinema As Cross-Cultural Communication
COMM 3002 Film Theory	COMM 3590 Business and Professional Communication
COMM 3003 Media Journalism	COMM 3660 Public Relations
COMM 3053 News Directing and Editing	COMM 3630 Gender, Language and Communication
COMM 3102 Film Production I	COMM 3675 Media Advertising
COMM 3202 Documentary Film	COMM 3690 Health Communication
COMM 3402 Film History II	COMM 3700 Community Building and Advocacy
COMM 3502 Film Production II	COMM 3720 Communication and Media Theory
COMM 3503 Media Criticism	COMM 3960 Issues in Communication
COMM 3522 Sight, Sound and Motion	COMM 3970 Political Communication
COMM 3602 Scriptwriting	COMM 3XXX Instructional Communication
COMM 3603 Topics in Media	COMM 4204 Communication Ethics
COMM 3612 Film History I	COMM 4208 Event Planning and Management
COMM 3613 International Comparative Media	COMM 4350 Consulting and Training in Communication
COMM 3623 International News	COMM 4510 Communication and Popular Culture
COMM 3703 Broadcast Feature	COMM 4520 Communication and Technology
COMM 3813 Video Field Production	COMM 4610 Communication and Law
COMM 3902 Animation I	COMM 4615 Communication and Mediation
COMM 3903 Feature Production Company	COMM 4620 Public Relations Writing
COMM 3913 TV Studio Production	COMM 4625 Communication and Negotiation
COMM 4002 Topics in Film	COMM 4640 Public Relations Cases
COMM 4003 Advanced Broadcast Writing	COMM 4813 Advanced Digital Media
COMM 4102 Film Editing	COMM 4880 Travel Learn :Organizational Leadership Across Cultures
COMM 4813 Advanced Digital Media	COMM 4200 Environmental Communication
COMM 4902 Animation II	COMM XXXX Listening
COMM 4903 Production Company II	COMM 4962 Communication Research Seminar
	COMM 4955 Internship (a minimum of 3.0 GPA is required)

### **ADDITIONAL MAJOR INFORMATION AND REQUIREMENTS**

## **GENERAL EDUCATION INFORMATION AND REQUIREMENTS**

### **Testing and Placement**

Incoming freshmen and transfer students may be placed in specific GE Foundations, Developmental or ESL courses as a result of testing prior to registration. Students may be exempt from testing due to SAT scores or prior college work.

### **Prerequisites and Equivalencies for GE Foundations Courses**

#### **GE 1000**

Required of all freshmen and transfers with fewer than 10 credits  
Prereq: None  
Equiv: ID 1001

#### **ENG 1030**

Prereq: Placement testing or exemption from placement testing  
Equiv: ENG 1031/1032, ENG 1033/1034, ENG 1430, ENG 1020, ENG 1400

#### **MATH 1000 or 1010 or 1016 or 1030**

Prereq: MATH 0901 if required by placement testing  
Equiv of MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

#### **MATH 1044 or 1054**

Prereq: MATH 0901 if required by placement testing and MATH 1000

#### **COMM 1402**

Prereq: CS 0412 if required by placement testing  
ENG 1031/1032 or ENG 1033/1034 if required by placement testing  
May be taken concurrently with ENG 1030  
Equiv: COMM 1400

#### **GE 2021- 2026 *Research and Technology* is offered as college-based course**

GE 2021 College of BPA

GE 2022 College of EDU

GE 2023 College of HSS

GE 2024 College of NAHS

GE 2025 College of VPA

GE 2026 Undecided Majors

Prereq: CS 0412 if required by placement testing  
ENG 1030 or equivalent  
COMM 1402

Equiv: GE 2020

### ***GE Distribution Courses***

All courses taken under the General Education Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved General Education Distribution Course List, printed in Registration Bulletin. These courses are designated as GEHU, GESS, GESM, or GEHPE.

GEHU Humanities

GESS Social Sciences

GESM Science and Mathematics

GEHPE Health and Physical Education

### **Required GE Distribution Courses**

**ENG 2403** is a required Humanities Distribution course with an emphasis on diversity. **Prereq:** CS 0412 if required by placement testing; ENG 1030 or equivalent.

**HIST 1000** is a required Social Sciences Distribution course with an emphasis on diversity. **Prereq:** CS 0412 if required by placement testing; ENG 1031/1032 or ENG 1033/1034 if required by placement testing; May be taken concurrently with ENG 1030.

### ***Foreign Language Credit***

The three credits for a foreign language that may satisfy the GE Disciplinary/Interdisciplinary Distribution Requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level.

Credit for the first semester may be used as elective credit.

### ***Major/GE Capstone Course***

A Capstone course is a major course that satisfies three credits of GE requirements.

Each major guide sheet will count three credits for the Capstone as either GE credits or major credits, but not both.

## **UNIVERSITY REQUIREMENT**

### ***Writing-Emphasis Requirement***

All students are required to complete one "Writing-Emphasis" course. The "W-E" course must be within the major portion of your program. Consult your major program advisor for specific information.

