

COMMUNICATION AND MEDIA STUDIES, B.A.

Communication is the study of messages ranging from interpersonal conversations between friends to mass-mediated messages to the world. Communication skills are highly valued by employers, and Communication and Media Studies majors find jobs in professions such as public relations, sports marketing and promotion, journalism, law, and nonprofit arts organizations. Students will develop excellent speaking and writing skills as well as analytical skills. The program offers a flexible curriculum in which students may focus on their areas of interest. With 46 required credits in the major, students can easily complete the required minor as well as a double major if desired. Internships and study abroad experiences are encouraged and count toward the major.

Contact Information

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Learning Outcomes

Upon completion of the academic degree in Communication and Media Studies, the student will be able to:

1. Demonstrate creative message construction and expression.
2. Demonstrate communication literacy, discernment, and interpretation.
3. Argue effectively.
4. Understand professional practices.

Requirements

Students must achieve the following Program Requirements and Program Required Courses for the Communication and Media Studies major.

Program Requirements

Major Credits: 46

Major Residency Credits: 16

Minimum GPA: 2.0

Minimum Grade: C

Program Required Courses

Code	Title	Credits
Core Courses		
CME 1114	Media Literacy	4
CME 2200	Presentation and Impact	4
CME 2240	Intercultural Communication ¹	4
CME 4999	Independent Study	4
ENG 2105	Investigative Writing ²	2
Select one course from each of three tiered menus:		
Tier 1		4
CME 2201	The Film as Art	
CME 2525	The Media, Race and Gender	
CME 2850	Media Theory and Research	
Tier 2		4
CME 3101	Small Group Communication	
CME 3301	Film Topics	

CME 3445	Argumentation	
CME 3514	Media Production: Field	
Tier 3		4
CME 4220	Great Filmmakers	
CME 4414	Media Criticism	
CME 4417	Mass Media Law and Ethics	
CME 4445	Persuasion	
Electives		
Students choose 16 additional credits of advisor-approved electives (a minimum of 8 credits must be upper division).		16
A minor in another area is required of all Communication and Media Studies majors		
Total Credits		46

¹ May substitute an advisor-approved study abroad.

² A grade of B- is required in ENG 2105 Investigative Writing.

Film Studies Concentration

Those students who have an interest in studying film may concentrate their electives in the Communication and Media Studies major entirely on film. This concentration is composed of film theory and criticism courses rather than film production courses. Students who complete this major and concentration will not only have grounding in general communication theory and media analysis, but also an area of specialization in film theory and criticism.

Students desiring a Film Studies Concentration designator on their academic transcript must complete the following courses:

Code	Title	Credits
Concentration Courses		
CME 2201	The Film as Art	
CME 2301	World Cinema	
CME 3301	Film Topics	
CME 4220	Great Filmmakers	
Optional Course		
CME 3999	Independent Study	

Degree Requirements

To graduate from The College of St. Scholastica, baccalaureate students must meet the following minimum degree requirements.

Total Credits: 128

Upper Division Credits: 42

Residency Requirement: 32

Minimum GPA: 2.0