

Bachelor of Art in Media & Communication - General

Freshman and Sophomore years, you will be taking general education courses Core IMPACTS. Core IMPACTS supports your future success and prepares you for upper-level courses and your career!

Freshman & Sophomore Years

TERM 1	TERM 2	TERM 3	TERM 4
ENGL 1101 Composition I	ENGL 1102 Composition II	ENGL 2xxx Humanities Elective	HIST 2111/2112 U.S. History
MATH	STEM Elective	MCOM 2131 News Writing and Reporting	Social Science Elective
Humanities Elective	POLS 1101 American Government	NMAC 3600 Digital storytelling	MCOM 2200 Intro to Public Relations
NMAC 2145 Intro to Media Production	COMM 2202 or MCOM 2200	STEM Elective (Lab Science)	STEM Elective (Lab Science)
Institution Elective	COMM 1110 Public Speaking	Social Science Elective	COMM 1100 Human Communication

Milestones

Earn a grade of “C” or higher in English, Math, COMM, NMAC, MCOM courses.

Get Involved: Visit [Knight Life](#) for information on Clubs and Organizations like Knights Academy & Knights of Success

Career Connection: Take a career assessment & review with a career advisor at the [CCLD](#)

Summer Semester: Take courses and get ahead!



...Skills to Add to Your Resume and LinkedIn

Skills Gained During Freshman & Sophomore Year

Critical Thinking | Teamwork | Persuasion | Time Management | Inquiry & Analysis | Problem Solving
Information Literacy | Intercultural Competence | Persuasion | Ethical Reasoning | Perspective - Taking

Junior & Senior Years

TERM 5	TERM 6	TERM 7	TERM 8
NMAC 2108 Intro to Social Media	COMM 3010 Communication Theory	NMAC 3500 or NMAC 3651	NMAC 4483 Capstone Professional Portfolio
Upper-Level Elective	NMAC 3010 Media Ethics	COMM 3050 Persuasion & Strategic Comm	Elective
NMAC 3460 Media Criticism	NMAC 3108 Writing for Digital Media	Generalist Concentration Course	Elective
Upper-Level Elective	Upper-Level Elective	Elective	Elective
Upper-Level Elective	Upper-Level Elective	Elective	Upper-Level Elective

Milestones

A grade of “C” or higher is required in all COMM, NMAC, MCOM upper-level courses (3000/4000 level courses).

Career Connection: Check in with a career advisor to update your resume, Handshake, and LinkedIn profile.

Graduate: Apply and prepare for graduation at the end of TERM 6!