

BA or BS in Communications

Milligan College

Public Relations & Advertising

Catalog Year
2017-2018

This document is designed as a guide for students planning their course selection and is only a suggested schedule. Actual course selections should be made with the advice and consent of the academic advisor. While accurately portraying the information contained in the College Catalog, this form is not considered a legal substitute for that document. Students should become familiar with the Catalog in effect at the time in which they enter Milligan.

FALL SEMESTER 1		
COURSE	TITLE	CREDITS
BIBL 123	Old Testament Survey	3
HUMN 101	Ancient & Medieval Cultures	4
MLGN 100	Intro to College & Service	0.5
COMM 102	Speech Communication	3
COMM 101	Intro to Mass Media	3
COMM 100	Communication Colloquium	1
EXSC 101	Fitness for Life	1
	TOTAL CREDITS	15.5

SPRING SEMESTER 1		
COURSE	TITLE	CREDITS
BIBL 124	New Testament Survey	3
HUMN 102	Renaissance & Early Modern	4
COMP 111	Rhetorical Composition	3
EXSC 101	Fitness for Life	1
COMM 270	TV/Film Aesthetics	3
	Elective	3
(CIS175)	Computer Applications (Optional)	
	TOTAL CREDITS	17

FALL SEMESTER 2		
COURSE	TITLE	CREDITS
HUMN 201	18th & 19th Cty. Culture	4
COMP 211	Found. Analytical Composition	3
MATH 213	Statistics	3
COMM 201	Principles of Interpersonal Comm	3
COMM 180	Storytelling (Recommended Elective)	3
	TOTAL CREDITS	16

SPRING SEMESTER 2		
COURSE	TITLE	CREDITS
HUMN 202	Cultures of 20th & 21st Cty Cultures	4
MLGN 200	Intro to Calling & Career	0.5
COMM 205	Multimedia Reporting & Writing	3
	Ethnic Studies GER	3
	Language or Elective ¹	3
Comm 370	Rehtoric: Art of Persuasion	3
	TOTAL CREDITS	16.5

FALL SEMESTER 3		
COURSE	TITLE	CREDITS
COMM 237/287	Basic or Digital Photography	3
COMM 323	DV Production/Editing	3
	Science	2
Elective	Language or Elective ¹	3
BADM 315	Marketing	3
Comm 324	Stampede TV	1
	TOTAL CREDITS	15

SPRING SEMESTER 3		
COURSE	TITLE	CREDITS
COMM 313	Publication Design	3
COMM	Communications Elective	4
	Lab Science	4
Elective	Language or Elective ¹	3
BADM 304	Advertising	3
Comm 325	Stampede Print/Online	1
	TOTAL CREDITS	18

FALL SEMESTER 4		
COURSE	TITLE	CREDITS
COMM 311	PR Strategies	3
COMM 438	Communiations Law	2
COMM	Communications Elective	3
	Elective or Minor	3
Comm 491	Internship or Elective	3
	Elective or Minor	2
	TOTAL CREDITS	16

SPRING SEMESTER 4		
COURSE	TITLE	CREDITS
BIBL 471	Christ & Culture	3
COMM 439	Communication Ethics	2
COMM 491	Internship or Elective	3
	Social Learning GER	3
Comm 411	PR Practices	3
	TOTAL CREDITS	14
MINIMUM 128 NEEDED FOR GRAD		128

GER = General Education Requirement

1 The BA degree requires a foreign language through the intermediate level.

A minor in Business is recommended.