

BA or BS in Communications

Milligan University

Public Relations & Advertising

Catalog Year
2020-21

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 | 2 |
| | Social Learning GER | 3 |
| COMM 411 | PR Practices | 3 |
| COMM 495 | Online Portfolio Development | 1 |
| | 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.