

# Communications Curriculum Overview

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The Communications Program provides a high-level, broad-based bachelor's degree in Communications as well as a minor in Communications. The career-oriented curriculum provides introductory and advanced writing, editing, and production experience in print, digital, and electronic media. The program is committed to freedom of expression, personal and professional fulfillment, intellectual development, and the fostering of ethical understanding and creative growth.

**Goals:**

To expand students' knowledge of the structure, history, and practices of the field of mass media, and provide them with the skill set necessary to enter the current employment market.

**Outcomes:**

Graduates will demonstrate:

- the knowledge and skills to write a balanced, thorough and incisive news or feature story for the Norwich University community by following established Associated Press style guidelines

- the knowledge and skills necessary for television production.
- understanding of various social media issues and agility with web-based presentations.
- knowledge of legal and ethical responsibilities of media professionals

**Careers for this Major:**

- Television Producer
- Journalist
- Videographer
- Editor
- Camera Operator
- Studio Technician
- Teaching
- Communications Law
- Public Affairs
- Corporate Communications

**Communications Major**

**B.S. in Communications - Curriculum Map 2019-2020 Catalog**

Print as PDF Curriculum Map (<http://catalog.norwich.edu/residentialprogramscatalog/collegeofliberalarts/communications/Comm.pdf>)

| Course   | Cr. Comp. | Course   | Cr. Comp. |
|--|-----------|--|-----------|
| <b>FRESHMAN</b>  |           |  |           |
| <b>Fall</b>  |           | <b>Spring</b>  |           |
| CM 109 Introduction to Mass Media <sup>c</sup>   | 3         | CM 261 Interpersonal Communications <sup>c</sup>   | 3         |
| EN 101 Composition and Literature I <sup>c</sup>   | 3         | CM 271 Television Production <sup>c</sup><br>or EN 112 Public Speaking   | 4-3       |
| EN 112 Public Speaking <sup>c</sup><br>or CM 271 Television Production   | 3-4       | EN 102 Composition and Literature II <sup>c</sup>  | 3         |
| General Education Math ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )       | 3         | General Education Math ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )           | 3         |
|  |           | Psychology (PY) Elective   | 3         |
| Fall Semester Total Cr.:   | 12-13     | Spring Semester Total Cr.:   | 16-15     |
| <b>SOPHOMORE</b>   |           |  |           |
| <b>Fall</b>  |           | <b>Spring</b>  |           |
| CM 207 Journalism I: News Gathering <sup>c</sup>   | 3         | AC 205 Principles of Accounting-Financial<br>or MG 101 Introduction to Business<br>or EC 201 Principles of Economics (Macro)   | 4-3       |
| CM 211 Broadcasting Techniques <sup>c</sup>  | 3         | CM 208 Journalism II: Advanced News<br>Gathering and Design <sup>c</sup>   | 3         |
| EN 201 World Literature I (General Education<br>Literature)  | 3         | CM 351 Radio Production<br>or 391 Advanced Television Production   | 3         |
| CS Elective (excluding CS 120)   | 3         | EN 202 World Literature II   | 3         |
| General Education History ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )    | 3         | General Education Social Science ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> ) | 3         |
| General Education Leadership ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> ) | 1-3       |  |           |
| Fall Semester Total Cr.:   | 16-18     | Spring Semester Total Cr.:   | 16-15     |

| JUNIOR   |    |   |    |
|--|----|---|----|
| Fall   |    | Spring  |    |
| CM 209 Broadcast Writing   | 3  | CM 303 Advertising <sup>c</sup>   | 3  |
| General Education Arts & Humanities ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )  | 3  | EN 240 Technical Aspects of Theatrical Design <sup>c</sup><br>or 239 Introduction to Theater<br>or 241 Introduction to Acting<br>or 253 Approaches to Shakespeare<br>or 307 The History of the Motion Picture<br>or 308 The Motion Picture Director<br>or 310 The Art of the Motion Picture<br>or CM 335 Television Criticism | 3  |
| General Education Lab Science ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )  | 4  | Psychology (PY) Elective  | 3  |
| Free Elective  | 3  | General Education Lab Science ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )   | 4  |
| Free Elective  | 3  | Free Elective   | 3  |
| Fall Semester Total Cr.:   | 16 | Spring Semester Total Cr.:  | 16 |
| SENIOR   |    |   |    |
| Fall   |    | Spring  |    |
| CM 436 Communications Law and Ethics (General Education Ethics)  | 3  | CM 407 Senior Communications Seminar (Capstone) <sup>c</sup>  | 3  |
| CM 391 Advanced Television Production <sup>c</sup><br>or 392 Documentary Television Production<br>or 393 Non-linear Digital Television<br>or 491 Media Composer Techniques<br>or 492 Advanced Media Composer Techniques<br>or 494 Advanced Media Composer Effects and Graphics<br>or 495 Systems Configuration and Media Data Management | 3  | CM 408 Communications Internship <sup>c</sup>   | 3  |
| General Education Literature ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )   | 3  | General Education Literature ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> )  | 3  |
| Free Elective  | 3  | Free Elective   | 3  |
| Free Elective  | 3  | Free Elective   | 3  |
| Fall Semester Total Cr.:   | 15 | Spring Semester Total Cr.:  | 15 |
| TOTAL CREDITS FOR THIS MAJOR: 122-123  |    |   |    |

<sup>c</sup> Grade of C or higher required

### Communications Major-Digital Media Tech Conc.

#### B.S. in Communications - Digital Media Concentration Curriculum Map 2019-2020 Catalog

Print as PDF Curriculum Map ([http://catalog.norwich.edu/residentialprogramscatalog/collegeofliberalarts/communications/Comm\\_Digital.pdf](http://catalog.norwich.edu/residentialprogramscatalog/collegeofliberalarts/communications/Comm_Digital.pdf))

| Course   | Cr. Comp. | Course   | Cr. Comp. |
|--|-----------|--|-----------|
| FRESHMAN   |           |  |           |
| Fall   |           | Spring   |           |
| CM 109 Introduction to Mass Media <sup>c</sup>   | 3         | CM 261 Interpersonal Communications <sup>c</sup><br>or EN 112 Public Speaking  | 3         |
| EN 101 Composition and Literature I <sup>c</sup>   | 3         | CM 271 Television Production <sup>c</sup>  | 4         |
| EN 112 Public Speaking <sup>c</sup><br>or CM 261 Interpersonal Communications  | 3         | EN 102 Composition and Literature II <sup>c</sup>  | 3         |
| General Education Math ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> ) | 3         | General Education Math ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprogramscatalog/generaleducationgoals</a> ) | 3         |

|   |       |  |       |
|---|-------|--|-------|
|   |       | Psychology (PY) Elective   | 3     |
| Fall Semester Total Cr.:  | 12    | Spring Semester Total Cr.:   | 16    |
| <b>SOPHOMORE</b>  |       |  |       |
| <b>Fall</b>   |       | <b>Spring</b>  |       |
| CM 207 Journalism I: News Gathering <sup>c</sup>  | 3     | AC 205 Principles of Accounting-Financial or MG 101 Introduction to Business or EC 201 Principles of Economics (Macro)   | 4-3   |
| CM 211 Broadcasting Techniques <sup>c</sup>   | 3     | CM 208 Journalism II: Advanced News Gathering and Design <sup>c</sup>  | 3     |
| EN 201 World Literature I   | 3     | CM 351 Radio Production <sup>c</sup> or 391 Advanced Television Production   | 3     |
| CS Elective (excluding CS 120)  | 3     | EN 202 World Literature II   | 3     |
| General Education History ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> )           | 3     | General Education Social Science ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> ) | 3     |
| General Education Leadership ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> )        | 1-3   |  |       |
| Fall Semester Total Cr.:  | 16-18 | Spring Semester Total Cr.:   | 16-15 |
| <b>JUNIOR</b>   |       |  |       |
| <b>Fall</b>   |       | <b>Spring</b>  |       |
| CM 209 Broadcast Writing <sup>c</sup>   | 3     | CM 303 Advertising <sup>c</sup>  | 3     |
| CM 392 Documentary Television Production <sup>c</sup>   | 3     | EN 240 Technical Aspects of Theatrical Design or 241 Introduction to Acting  | 3     |
| CM 393 Non-linear Digital Television  | 3     | CM 491 Media Composer Techniques   | 3     |
| General Education Arts & Humanities ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> ) | 3     | EN 239 Introduction to Theater or 241 Introduction to Acting or 253 Approaches to Shakespeare or 307 The History of the Motion Picture or 308 The Motion Picture Director or 310 The Art of the Motion Picture or CM 335 Television Criticism  | 3     |
| General Education Lab Science ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> )       | 4     | Psychology (PY) Elective   |       |
|   |       | General Education Lab Science ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> )    | 4     |
| Fall Semester Total Cr.:  | 16    | Spring Semester Total Cr.:   | 16    |
| <b>SENIOR</b>   |       |  |       |
| <b>Fall</b>   |       | <b>Spring</b>  |       |
| CM 391 Advanced Television Production   | 3     | CM 407 Senior Communications Seminar ((Capstone)) <sup>c</sup>   | 3     |
| CM 436 Communications Law and Ethics (General Education Ethics) <sup>c</sup>  | 3     | CM 408 Communications Internship <sup>c</sup>  | 3     |
| CM 492 Advanced Media Composer Techniques   | 3     | General Education Literature ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> )     | 3     |
| CM 493 Media Composer Graphics and Effects  | 3     | Free Elective  | 3     |
| General Education Literature ( <a href="http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals">http://catalog.norwich.edu/archives/2019-20/residentialprograms/catalog/generaleducationgoals</a> )        | 3     | Free Elective  | 3     |
| Fall Semester Total Cr.:  | 15    | Spring Semester Total Cr.:   | 15    |
| <b>TOTAL CREDITS FOR THIS MAJOR: 122-123</b>  |       |  |       |

- c Grade of C or higher required

**Minor**

**Communications Minor Curriculum Map 2019-2020  
Catalog**

All requirements require a grade of C or higher

|                       |                              |    |
|-----------------------|------------------------------|----|
| CM 109                | Introduction to Mass Media   | 3  |
| CM 207                | Journalism I: News Gathering | 3  |
| CM Elective above 208 |                              | 3  |
| CM Elective above 208 |                              | 3  |
| CM elective above 208 |                              | 3  |
| CM Elective above 208 |                              | 3  |
| <hr/>                 |                              |    |
| Total Cr.             |                              | 18 |