



# Communication BA

## with an emphasis in Mass Communication

This emphasis area focuses on forms of communication that seek to reach broad audiences, such as news, movies, entertainment programming, video games, advertising, and social media. Courses address business strategies behind the forms of mass communication, how they are created, and how they affect individuals and society. Students pursuing this emphasis area gain a deeper understanding of some of the most fascinating and influential institutions in today's society.

### Career Outlook

Work for writers and editors in the media industry is consistently available, and some specializations have growing demand. Excellence in the analytical and research skills covered in this emphasis area open opportunities in market and media research, which the Bureau of Labor Statistics predicts will grow much faster than average.

### Future Career Options

- Editor
- Market Researcher
- Media Analyst
- University Professor
- Writer

### Skills Developed By Degree Completion

- Learn how media industries, such as television, film, video games, radio, recorded music, and advertising, function as businesses and as forms of creative expression
- Understand how the growth of digital technology and social media has affected and changed media industries
- Appreciate how media content plays a role in socialization and learning
- Explore ways in which media content and technologies impact people's behaviors, thoughts, and emotions
- Recognize the various ways individuals interact with media, what needs media fulfill for them, and how this affects their experience with media

Successful alumni have gone on to fulfill many of the opportunities above. Additional possibilities are taken from the Bureau of Labor Statistics. Contact an advisor to discuss additional future career options.

# 2024-2025 4-YEAR ACADEMIC MAP

IT  
STARTS  
RIGHT  
NOW

This is a sample academic map for the courses to take each academic semester/session. This map is not a substitute for academic advisement. Contact your advisor when making final selections.

## UNIVERSITY STUDIES

University studies is required for all first-year students and those with less than 24 credit hours.

## MILESTONE COURSES

Milestone courses should be taken in the order shown to ensure you stay on a timely and accurate path toward graduation.

## SUMMER AND INTERSESSION COURSES

Don't forget that summers and winter breaks are a way to fast-track your route to degree completion – and lighten your load during fall and spring!

[umsl.edu](http://umsl.edu)

888-GO-2-UMSL  
314-516-5451  
[admissions.umsl.edu](mailto:admissions.umsl.edu)

## Bachelor of Arts in Communication with an emphasis in Mass Communication

Year  
**1**

### FALL SEMESTER (16 credit hours)

GOMM 1030: Interpersonal Communication (3)  
GOMM 1050: Introduction to Mass Communication (3)  
ENGL 1100: First-Year Writing (3)  
GEN ED CORE: Mathematics Proficiency (3)  
GEN ED CORE: US History and Government I (3)  
INTDSC 1003: University Studies (1)

### SPRING SEMESTER (15 credit hours)

COMM 2231: Communication in the Organization (3)  
GEN ED EXPLORE: Humanities and Fine Arts (3)  
GEN ED EXPLORE: Humanities and Fine Arts (3)  
GEN ED EXPLORE: Math and Life/Natural Sciences (3)  
Elective (3)

Year  
**2**

### FALL SEMESTER (14 credit hours)

GOMM 2235: Professional Communication (3)  
FGN LANG 1001: Language and Culture I (5)  
GEN ED CORE: Information Literacy (3)  
GEN ED EXPLORE: Math and Life/Natural Sciences (3)

### SPRING SEMESTER (14 credit hours)

COMM 2332: Intercultural Communication (3)  
FGN LANG 1002: Language and Culture II (5)  
GEN ED EXPLORE: Humanities and Fine Arts (3)  
GEN ED EXPLORE: Math and Life/Natural Sciences (3)

Year  
**3**

### FALL SEMESTER (15 credit hours)

GOMM 3330: Research Methods in Communication (3)  
ENGL 3100: Junior-Level Writing (3)  
FGN LANG 2101: Language and Culture III (3)  
Cultural Diversity Requirement (3)  
Elective (3)

### SPRING SEMESTER (15 credit hours)

COMM 3XXX: Mass Communication Emphasis Course (3)  
COMM XXXX: Mass Communication Emphasis Course (3)  
COMM XXXX: Mass Communication Emphasis Course (3)  
Elective (3)  
Elective (3)

Year  
**4**

### FALL SEMESTER (16 credit hours)

GOMM 1950: Finding an Internship in Communication/Media (1)  
GOMM 3XXX: Mass Communication Emphasis Course (3)  
GOMM XXXX: Mass Communication Emphasis Course (3)  
Elective (3)  
Elective (3)  
Elective (3)

### SPRING SEMESTER (15 credit hours)

COMM 4920: Communication Practicum or COMM 4950: Internship (3)  
Elective (3)  
Elective (3)  
Elective (3)  
Elective (3)

Check once completed

