KEAN UNIVERSITY COLLEGE OF LIBERAL ARTS SCHOOL OF COMMUNICATION, MEDIA & JOURNALISM (41107) B.A. IN COMMUNICATION (PUBLIC RELATIONS OPTION): 120 S.H. EFFECTIVE DATE: FALL 2021 2.5 GPA REQUIRED FOR DECLARATION, MAJOR AND GRADUATION

GENERAL EDUCATION: 41-42 Semester Hours (S.H.)		ACADEMIC MAJOR: 45 S		
Foundation Requirements ¹ 13 S.H.		MAJOR REQUIRED COUR	SES ⁴ 12 S.H.	
GE 1000 Transition to Kean ² -or- GE 3000 Transfer	1	COMM 2425 Interpersonal C	Communication	3
Transitions ²				Ŭ
ENG 1030 Composition ³	3			3
		COMM 2503 Mass Media		
MATH 1016 Statistics (Recommended)	3	COMM 3510 Persuasive Co	mmunication	3
Or				
MATH 1010 Foundations of Math				
COMM 1402 Speech Communication ⁴	3	COMM 3720 Communication and Media Theory (WE) **		3
GE 2023 Research & Technology	3			
		OPTION REQUIRED COUR		0
Disciplinary & Interdisciplinary ⁵		COMM 2403 Digital Video P	roduction °	3
Distribution Requirements: 28-29 S.H.		COMM 2920 Intro to Journal	iom	3
Humanities: 9 S.H.		COMM 2920 Intro to Journal	ISIII	3
*ENG 2403 World Literature	3	COMM 3660 Public Relation	s	3
Take two "GE Approved" courses from two areas	5	COMM 4620 Public Relation		3
below:			o thing	
Fine Arts	3	COMM 4630 Public Relation	s Campaigns	3
Philosophy or Religion	3	COMM 4650 Media Relation		3
Foreign Languages (Must take I and II for credit)	3			_
Music or Theatre	3	CHOOSE FOUR FROM AN	Y COMMUNIATION COURSES 4	
		(Including LIST D on page	4) 12 S.H.	
Interdisciplinary	3	COMM		3
		COMM		3
Social Sciences: 9 S.H.		COMM		3
*HIST 1062 Worlds of History	3	COMM OR		3
		COMM 3173 (Internship) ^{7,8}		
Interdisciplinary ID 2415 Small Group Communication	3			
(Required of Communication majors) ⁴				
Take one "GE Approved" courses from the areas below:				
Psychology	3	Major Capstone Course 4	3 S.H.	
Economics or ES 1010 World Geography	3	COMM 4962 Communication	n Senior Seminar	3
				-
Political Science	3			
Sociology or Anthropology	3	FREE ELECTIVES 30 -31 S	.H. Communication courses	
cociciogy of Anthropology		cannot be used as free electives. At least 50% must be at		
		the 3000/4000 level.		
		Lower Level	Upper Level	
	_	1/2000	3/4000	
Science and Mathematics: 10 or 11 S.H.				
Math 1000; 1010; 1016; 1030; 1054: or CPS 1032, 1231	3	+ +		
Lab Science (from Biology, Chemistry, Environmental	4			t
Sciences; Earth Sciences; Forensic Sciences,				<u> </u>
Interdisciplinary, Physics, or Sustainability Sciences)				
Additional "GE Approved" Science Course	3/4			
		COMM 1996 Freshman	COMM 3171-3172 ^{8,9}	
		Research (Optional) 9	Optional Internship	

Special Notes:
1 See pre-requisites and equivalencies (on page 3)
2 University requirement for graduation for all undergraduate students that must be satisfied in one of two ways: Complete GE 1000 (all freshmen and transfers entering with 0-29 credits) OR complete GE 3000 (transfers entering with 30 credits or more.
3 ENG 1030 requires a grade of C or higher
4 All Major courses, ID 2415 and capstone require a grade of C or better. Need a 2.5 G.P.A. to graduate
5 All courses under GE Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved GE Distribution Course List (GEHU Humanities; GESS Social Sciences; GESM Science and Mathematics).
6 Students may have to purchase a camera for this course
7 Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an Internship. Students can be approved for a maximum of two, three-credit internships which may be used to fulfill major elective requirements. COMM 3171 and COMM 3172 cannot be used as a major elective.
8 Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an internship. A maximum of 6 credits for internships is allowed. COMM 3171 (1 credit Free Elective) and COMM 3172 (2 credits Free Electives), and COMM 3173 (3 credits Major Electives) can be combined for a total maximum of 6 credits.
9 Freshmen may partner with faculty to earn one credit as a free elective which may be taken up to two times. COMM 1996 and COMM 3171-3172 are the only Communication courses acceptable for use in the free electives area.
* GE Distribution Course required of all students
** (WE) Writing Emphasis course

GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

GENERAL EDUCATION INFORMATION AND REQUIREMENTS

Testing and Placement

Incoming freshmen and transfer students may be placed in specific GE Foundations, Developmental or ESL courses as a result of testing and/or multiple measures placement prior to registration. Students may be exempt from testing due to SAT/ACT scores or prior college work.

Prerequisites and Equivalencies for GE Foundations Courses

GE 1000/GE 3000 is a University Graduation Requirement GE 1000

Required of all freshmen & transfers entering with 0-29 credits Prerequisite: None

Equivalent: ID 1001

GE 3000

Required of transfers entering with 30 credits or more Prerequisite: 30 credits and ENG 1030

ENG 1030

Prerequisite: Placement testing or exemption from placement testing ENG 1025 if required by placement testing

Equivalent: ENG 1031/1032, ENG 1033/1034, ENG 1430 (ESL version), ENG 1620 (Honors version), ENG 1020, ENG 1400

MATH 1000 or MATH 1044*

Prerequisite: MATH 0901 if required by placement testing *MATH 1044 is available as a Foundation option for CBPM students only

Equivalent: MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

MATH 1010 or 1016 or 1030

Prerequisite: MATH 0901 if required by placement testing Co-requisite: Math 0902 (only required, with advisement, based on placement test score and intended major)

MATH 1054

Prerequisite MATH 0901 if required by placement testing and MATH 1000

COMM 1402

Prerequisite CS 0412 if required by placement testing ENG 1025 if required by placement testing May be taken concurrently with ENG 1030 Equivalent COMM 1400

GE 2021- 2026 Research and Technology is offered as collegebased course

GE 2021 College of BPM GE 2022 College of EDU GE 2023 All College of CLA GE 2024 College of NAHS & NJCSTM & NWGC (Speech Language and Hearing Science majors) GE 2025 SFPA & Michael Graves College GE 2026 Undecided Majors and other special populations Prerequisite CS 0412 if required by placement testing; ENG 1030 or equivalent course Equivalent: GE 2020

GE Distribution Courses

Approved GE Distribution

Courses

All courses taken under the General Education Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved General Education Distribution Course List. These courses are designated as GEHU, GESS, and GESM. GEHU Humanities GESS Social Sciences GESM Science and Mathematics

Required GE Distribution Courses

ENG 2403 is a required Humanities Distribution course with an emphasis on diversity. Prerequisite: CS 0412 if required by placement testing; ENG 1030 or equivalent Equivalent: ENG*2203

HIST 1062 is a required Social Sciences Distribution course. Prerequisite: None

Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Disciplinary/Interdisciplinary Distribution Requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level.

Credit for the first semester may be used as elective credit.

UNIVERSITY REQUIREMENTS

GE 1000/3000 Requirement

All undergraduate students must satisfy this University requirement for graduation by successfully completing one of the following courses at Kean University: GE 1000 Transition to Kean (all freshmen and transfers entering with 0-29 credits) or GE 3000 Transfer Transitions (transfers entering with 30 credits or more).

Writing-Emphasis Requirement

All students are required to complete one "Writing- Emphasis" course. The "W-E" course must be within the major portion of your program. Consult your major program advisor for specific information.

Note: Equivalent courses may be prior General Education or prerequisite course work taken by students that is now discontinued

Revised October 2020

COMM 2405 Advanced Public Speaking COMM 2403 Digital Video Production COMM 2425 Interpresonal Communication COMM 2030 Media Performance COMM 3405 Debate and Givil Dialogue COMM 2030 Media Performance COMM 3405 Debate and Givil Dialogue COMM 2030 Media Performance COMM 3405 Debate and Givil Dialogue COMM 3003 Media Performance COMM 3420 Interviewing COMM 3003 Media Journalism COMM 3420 Interviewing COMM 3012 Film Production 1 COMM 3430 Family Communication COMM 3020 Perimeting and Editing COMM 3420 Organizational Communication COMM 3202 Documentary Film COMM 3525 Communication and Conflict Resolutors COMM 3520 Media Criticism COMM 3520 Communication garcoss Cultures COMM 3523 Media Criticism COMM 3530 Communication and Confluct Resolutors COMM 3523 Teality TV COMM 3530 Guenes and Professional Communication COMM 3523 Topics in Media COMM 3500 Communication and Media Theory COMM 3603 Topics in Media COMM 3500 Communication and Listening COMM 3701 Broadess Feature COMM 3520 Communication and Listening COMM 3813 Video Field Production Company COMM 3500 Issues in communication COMM 3913 TV Studio Production Company	A. COMMUNICATION STUDIE COURSES	C. MEDIA & FILM COURSES
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List of COMMUNICATION Courses (updated 03/2021) – Kean University

Suggested Communication (COMM) Elective Concentrations

Students may select to focus their COMM Electives in one of three concentrations. Each concentration has a total of four classes. Note: these are only recommended guidelines; PR majors are not required to follow them.

Concentration: Corporate Public Relations		12 S.H.
COMM 3520	Organizational Communication	3
COMM 3590	Business and Professional Communication	3
COMM 4660	Crisis Communication	3
COMM 4204	Communication Ethics	3

12 S.H.
3
3
3

Concentration: Specialty Public Relations		12 S.H.
COMM 4208	Event Planning and Management	3
COMM 4635	Sports Public Relations	3
COMM 4660	Crisis Communication	3
COMM 4204	Communication Ethics	3