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 2019 2.5 GPA REQUIRED FOR DECLARATION, MAJOR AND GRADUATION

GENERAL EDUCATION: 41-42 Semester Hours (S.H.)		**ACADEMIC MAJOR: 36 S.H. Total Credits**	
Foundation Requirements [1] 13 S.H.		**MAJOR REQUIRED COURES [4] 24 S.H.**	
GE 1000 Transition to Kean [2] -or- GE 3000 Transfer Transitions [2]	1	COMM 2503 Mass Media	3
ENG 1030 Composition [3]	3	COMM 3510 Persuasive Communication	3
MATH 1016 Statistics (Recommended) Or MATH 1010 Foundations of Math	3	COMM 3720 Communication and Media Theory (WE) **	3
COMM 1402 Speech Communication [4]	3		
GE 2023 Research & Technology	3		
		COMM 2403 Digital Video Production [5]	3
Disciplinary & Interdisciplinary [5] Distribution Requirements: 28-29 S.H.		COMM 2920 Intro to Journalism	3
Humanities: 9 S.H.		COMM 3660 Public Relations	3
*ENG 2403 World Literature	3	COMM 4620 Public Relations Writing	3
Take two "GE Approved" courses from two areas below:		COMM 4630 Public Relations Campaigns	3
Fine Arts/Art History	3		
Philosophy or Religion	3	**MAJOR ELECTIVE COURSES: 12 S.H. Choose any COMM course [4]**	
Foreign Languages (Must take I and II for credit)	3	COMM	3
Music and Theatre	3	COMM	3
Interdisciplinary	3	COMM	3
		COMM	3
Social Sciences: 9 S.H.		COMM 3173 (Internship Optional) [7]	3
*HIST 1062 Worlds of History	3		
Take two "GE Approved" courses from two areas below:		**Major Capstone Course: [4] 3 S.H.**	
Psychology	3	COMM 4962 Communication Research Seminar	3
Economics or ES 1010 World Geography	3	**FREE ELECTIVES 36-37 S.H. Communication courses cannot be used as free electives, with the exception of COMM 1996 and COMM 3171-3172. [8,9] At least 50% must be at the 3000/4000 level.**	
Political Science	3	Lower Level 1/2000	Upper Level 3/4000
Sociology and Anthropology	3		
Interdisciplinary	3		
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 Sciences; Earth Sciences; Forensic Sciences, Interdisciplinary, Physics, or Sustainability Sciences)	4		
Additional "GE Approved" Science Course	3/4		
ADDITIONAL REQUIRED COURSE: 3 S.H.			
ID 2415 Group Communication [4]	3		
		COMM 1996 Freshman Research (Optional) [8,9]	COMM 3171-3172 [8] Optional Internship

	Special Notes
	1 See pre-requisites and equivalencies (on page 4)
	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 and capstone require a grade of C or better. Need a 2.5 G.P.A. to graduate
	5 All courses under GE Disciptinary/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 COMM 3173. 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 electives.
	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 credits 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
	Note: See foreign language requirements note on page 4

List of Communication Courses – Kean University

Journalism Courses	Other Communication Courses
	COMM 1402 Speech Communication as Critical Citizenship
COMM 2920 Introduction to Journalism	COMM 2405 Advanced Public Speaking
COMM 3280 News Literacy	COMM 2410 Debate
COMM 3780 Tower Practicum (student newspaper)	ID 2415 Group Communication
COMM 3910 Public Affairs Reporting	COMM 2425 Interpersonal Communication
COMM 3915 Feature Writing	COMM 3103 Media Advertising and Sales
COMM 3917 Sports Writing in Journalism	COMM 3216 International Business Communication
COMM 3920 Specialty Writing for the Web	COMM 3410 Voice and Speech
COMM 3925 Editing Skills in Journalism	COMM 3420 Interviewing
	COMM 3425 Nonverbal Communication
Media & Film Courses	COMM 3430 Family Communication
COMM 2403 Digital Video Production	COMM 3520 Organizational Communication
COMM 2503 Mass Media	COMM 3525 Communication and Conflict Resolution
COMM 2603 Audio Production	COMM 3530 Communicating Across Cultures
COMM 2703 Media Performance	COMM 3570 Cinema As Cross-Cultural Communication
COMM 3002 Film Theory	COMM 3590 Business and Professional Communication
COMM 3003 Media Journalism	COMM 3660 Public Relations
COMM 3053 News Directing and Editing	COMM 3630 Gender, Language and Communication
COMM 3102 Film Production I	COMM 3675 Media Advertising
COMM 3202 Documentary Film	COMM 3690 Health Communication
COMM 3402 Film History II	COMM 3700 Community Building and Advocacy
COMM 3502 Film Production II	COMM 3720 Communication and Media Theory
COMM 3503 Media Criticism	COMM 3960 Issues in Communication
COMM 3522 Sight, Sound and Motion	COMM 3970 Political Communication
COMM 3602 Scriptwriting	COMM 4200 Environmental Communication
COMM 3603 Topics in Media	COMM 4204 Communication Ethics
COMM 3612 Film History I	COMM 4208 Event Planning and Management
COMM 3613 International Comparative Media	COMM 4350 Consulting and Training in Communication
COMM 3623 International News	COMM 4510 Communication and Popular Culture
COMM 3703 Broadcast Feature	COMM 4520 Communication and Technology
COMM 3813 Video Field Production	COMM 4610 Communication and Law
COMM 3902 Animation I	COMM 4615 Communication and Mediation
COMM 3903 Feature Production Company	COMM 4620 Public Relations Writing
COMM 3913 TV Studio Production	COMM 4625 Communication and Negotiation
COMM 4002 Topics in Film	COMM 4640 Public Relations Cases
COMM 4003 Advanced Broadcast Writing	COMM 4813 Advanced Digital Media
COMM 4102 Film Editing	COMM 4880 Travel Learn :Organizational Leadership Across Cultures
COMM 4813 Advanced Digital Media	COMM 4962 Communication Research Seminar
COMM 4902 Animation II	COMM 3171 - 1 credit; COMM 3172 - 2 credits; COMM 3173 - 3 credits.
COMM 4903 Production Company II	

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 prior to registration. Students may be exempt from testing due to SAT scores or prior college work.

Prerequisites and Equivalencies for GE Foundations Courses

GE 1000
Required of all freshmen & transfers entering with 0-29 credits
Prereq: None
Equiv: ID 1001

GE 3000
Required of transfers entering with 30 credits or more
Prereq: 30 credits and ENG 1030

ENG 1030
Prereq: Placement testing or exemption from placement testing
Equiv: ENG 1031/1032, ENG 1033/1034, ENG 1430, ENG 1630, ENG 1020, ENG 1400

MATH 1000 or 1010 or 1018 or 1030
Prereq: MATH 0901 if required by placement testing
Equiv of MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

MATH 1044* or 1054
Prereq: MATH 0901 if required by placement testing and MATH 1000
*MATH 1044 is available as a Foundation option for CEPM students only

COMM 1402
Prereq: CS 0412 if required by placement testing
ENG 1031/1032 or ENG 1033/1034 if required by placement testing
May be taken concurrently with ENG 1030
Equiv: COMM 1400

GE 2021- 2026 *Research and Technology* is offered as college-based course
GE 2021 College of EPM
GE 2022 College of EDU
GE 2023 College of CLA
GE 2024 College of NAHS & NJCSTM & NWGC
GE 2025 SFPA & Michael Graves College
GE 2026 Undecided Majors and other special populations
Prereqs: CS 0412 if required by placement testing
ENG 1030 or equivalent
COMM 1402
Equiv: 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 Science
GESM Science and Mathematics

Required GE Distribution Courses

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

HIST 1962 is a required Social Sciences Distribution course.
Prereq: 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.