

# COMMUNICATION AND MEDIA STUDIES MAJOR, BA

Campus: NYC

In the BA in Communication and Media Studies, students take courses in content creation, human communication and media studies. Students learn to think critically about communication and media in their social and cultural forms. A degree in Communication and Media Studies prepares students for a variety of careers in social media, television, journalism, marketing, music distribution, publishing, public relations, politics, law, and strategic communication. Students are encouraged to have cross-disciplinary minors, study abroad and participate in internships.

## Major Completion Summary

Requirement	Credits
University Core Requirements	44-55
Major Requirements	42
Open Electives	23-34
<b>Total Credits</b>	<b>120</b>

## University Core Requirements (44-55 Credits)

See complete University Core (<https://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Code	Title	Credits
<b>University Core</b>		
Complete University Core Requirements		44-55
<b>Total Credits</b>		<b>44-55</b>

## Major Requirements (42 Credits)

Code	Title	Credits
<b>Major Core Courses</b>		
CMS 111	Introduction to Communication	3
CMS 113	Media, Culture, and Society	3
CMS 114	Introduction to Mass Media	3
<b>Major Elective Courses</b>		
<i>Group One - Content Creation</i>		
Select two of the following:		6
CMS 226	Writing for the Electronic Media	3
CMS 228	Writing for Convergent Technologies	3
CMS 280	Introduction to Journalism	3
CMS 296B	Topic: Podcasting: Audio Storytelling	3
CMS 296C	Topic: Introduction to Media Production	3
CMS 331	Strategic Communication	3
MCA 226	Writing for the Electronic Media	3
MCA 227	Writing for the Print Media	3
May select approved cross-disciplinary course in content creation - see Department Chair for approval		
<i>Group Two - Public/Professional Communication</i>		
Select a minimum of 12 credits:		12-15
CMS 119	Organizational Communication	3
CMS 203	Persuasive Speaking	3
CMS 205	Dynamics of Small Group Communication	3
CMS 206	Family Communication	3
CMS 213	Intercultural Communication	3
CMS 214	Interpersonal Communication	3
CMS 280	Introduction to Journalism	3
CMS 294	Language and Contexts	3

CMS 295	Participatory Communication	3
CMS 296A	Topic: Conflict Management	3
CMS 313	The Dark Side of Communication	3
CMS 331	Strategic Communication	3
CMS 332	Self-Presentation and Impression Management through Communication	3
CMS 334	Persuasion and Compliance-Gaining	3
CMS 341	Citizen Journalism and Deliberation	3
MAR 201	Principles of Marketing	3
<i>Group Three - Media Studies</i>		
Select a minimum of 12 credits:		12-15
CMS 235	Advertising and Consumer Culture	3
CMS 239	Milestones in Communication Research	3
CMS 242	New Communication Technologies and Moral Panic	3
CMS 244	Digital Cultures	3
CMS 245	Communication and Popular Culture	3
CMS 270	Political Communication	3
CMS 250	Digital Youth Activism	3
CMS 290	Current Media in NY	3
CMS 291	Sport Communication & Culture	3
CMS 292	Hip-Hop Feminism and the Media	3
CMS 309	Girls' Media Cultures	3
CMS 310	Communication and Media Analytics	3
CMS 311	Ethics, Morality, and the Media	3
CMS 312	Introduction to Cultural Studies	3
CMS 313	The Dark Side of Communication	3
CMS 314	Media v. Government	3
CMS 335	Media and Gender	3
CMS 336	Propaganda	3
CMS 338	Media Criticism	3
CMS 481	Language and Power	3
INT 299K	Disability Stories through Film and Media	6
<i>One additional Group 2 or Group 3 course (3 credits)</i>		3
<b>Total Credits</b>		<b>42</b>

<sup>1</sup> CMS 280 Introduction to Journalism and CMS 331 Strategic Communication may be taken for Group 1 or Group 2

<sup>2</sup> CMS 313 may be taken for Group 2 or Group 3

## Open Electives (23-34 Credits)

Code	Title	Credits
<b>Open Electives</b>		
Select 23-34 credits - Internships (CMS 393, CMS 394 and DMS 393) are recommended. Students may apply up to 9 internship credits toward graduation.		31-42
<b>Total Credits</b>		<b>31-42</b>

## General Track

*In addition to the courses listed below, students are required to complete two courses with the Anti-Racism Education attribute attached. These courses may be taken during any semester of their education. See advisor for more information.*

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
UNV 101	First-Year Seminar: Introduction to University Community	1

CMS 111	Introduction to Communication	3
ENG 110 or ENG 120	Composition (Depending on placement exam results) or Critical Writing	3
Take any one Area of Knowledge course (ARE course)		3
Take one paired or INT Learning Community (LC) course		6
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
CMS 113	Media, Culture, and Society	3
ENG 120	Critical Writing	4
MAT 102	Mathematics for Life	3
CIS 101 or CIT 110 or TS 105	Introduction to Computing or Introduction to Information Technology or Computers for Human Empowerment	3
One major elective course in subject CMS (Group 2 or Group 3)		3
<b>Credits</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
CMS 114	Introduction to Mass Media	3
COM 200	Public Speaking	3
Take any one remaining Area of Knowledge course		3
One major elective course in subject CMS (Group 1)		3
One major elective course in subject CMS (Group 3)		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
One major elective course in subject CMS (Group 2)		3
One major elective course in subject CMS (Group 3)		3
ENG 201	Writing in the Disciplines	3
Take any two remaining Area of Knowledge course		6
<b>Credits</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
One major elective course in subject CMS (Group 2)		3
One major elective course in subject CMS (Group 3)		3
Take any one remaining Area of Knowledge course (Writing Enhanced (WE) course)		3
Open Elective Course (ARE)		3
First Second Language Course. See Advisor for guidelines		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
One major elective course in subject CMS (Group 1)		3
One Lab science course		3-4
Open Elective Course (Writing Enhanced (WE) course)		3
Take any one remaining Area of Knowledge course that is also a Civic Engagement (CE) course		3
Second Language Course, if applicable		3
<b>Credits</b>		<b>15-16</b>
<b>Fourth Year</b>		
<b>Fall</b>		
CMS 393	Internship Program I	1-3
One major elective course in subject CMS (Group 3)		3
One major elective course in subject CMS (Group 2)		3
Take any one remaining Area of Knowledge course		3
Open Elective Course		3
<b>Credits</b>		<b>13-15</b>

**Spring**

CMS 394	Internship Program II	3
One major elective course in subject CMS (Group 2)		3
Take any one remaining Area of Knowledge course		3
Open Elective Course		3
Open Elective Course		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>120-123</b>

## Communication Studies, BA/Communications and Digital Media, MA Track

*In addition to the courses listed below, students are required to complete two courses with the Anti-Racism Education attribute attached. These courses may be taken during any semester of their education. See advisor for more information.*

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
ENG 110 or ENG 120	Composition (Depending on placement exam results) or Critical Writing	3
CMS 111	Introduction to Communication	3
UNV 101	First-Year Seminar: Introduction to University Community	1
Take any one remaining Area of Knowledge course (ARE)		3
Take two paired or one INT Learning Community (LC) courses		6
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
CMS 113	Media, Culture, and Society	3
MAT 102	Mathematics for Life	3
ENG 120	Critical Writing	4
CIS 101 or CIT 110	Introduction to Computing (Or TS 105) or Introduction to Information Technology	3
One major elective course in subject CMS (Group 2 or Group 3)		3
<b>Credits</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
CMS 114	Introduction to Mass Media	3
COM 200	Public Speaking	3
One major elective course in subject CMS (Group 1)		3
One major elective course in subject CMS (Group 3)		3
Take any one remaining Area of Knowledge course		3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
ENG 201	Writing in the Disciplines	3
One major elective course in subject CMS (Group 2)		3
One major elective course in subject CMS (Group 3)		3
Take any two remaining Area of Knowledge course		6
<b>Credits</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
One major elective course in subject CMS (Group 2)		3
One major elective course in subject CMS (Group 3)		3
Take any one remaining Area of Knowledge course (Writing Enhanced (WE) course)		3
First Second Language Course. See Advisor for guidelines		3
Open Elective Course (ARE)		1
<b>Credits</b>		<b>13</b>

**Spring**

One major elective course in subject CMS (Group 1)	3
Take any one remaining Area of Knowledge course that is also a Civic Engagement (CE) course	3
Second Language Course, if applicable	3
One Lab science course	3
<b>Credits</b>	<b>12</b>

**Fourth Year**

**Fall**

Take any one remaining Area of Knowledge course	3
MCA 601                      Industry Theory and Practice	4
One major elective course in subject COS (Group 3)	3
CMS 393                      Internship Program I	1-9
One major elective course in subject COS (Group 2)	3
<b>Credits</b>	<b>14-22</b>

**Spring**

CMS 394                      Internship Program II	1-6
Take any one remaining Area of Knowledge course	3
MCA 603                      Effective Speaking for Industry Professionals	4
One major elective course in subject COS (Group 2)	3
MCA 610                      Communications Research	4
<b>Credits</b>	<b>15-20</b>

**Fifth Year**

**Fall**

MCA 602                      Writing for Organizations	4
One major elective course in subject MCA	4
One major elective course in subject MCA	4
<b>Credits</b>	<b>12</b>

**Spring**

One major elective course in subject MCA	4
One major elective course in subject MCA	4
MCA 693                      Internship (Thesis)	4
<b>Credits</b>	<b>12</b>

<b>Total Credits</b>	<b>140-153</b>
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