

Bachelor of Arts in Media and Professional Communications

This major features a dual emphasis on providing students with a rigorous education in the theories of mass media process, history, and ethics, as well as the opportunity to specialize in one of three professional practice areas: corporate/community relations, writing for the professions, or digital media. The three tracks are designed to strengthen both the knowledge base and proficiencies of students pursuing careers in communications fields, such as print, television, radio, film, new media, or corporate/organizational communications. This program also will benefit students pursuing careers in a variety of industries in which communication with internal and external publics is critical. Faculty-supervised internships, available in a variety of industries, provide students with real-world experience.

A minimum total of 120 credits is required for the Bachelor of Arts degree with a major in media and professional communications. Of this total, the major consists of 12 credits of prerequisite courses and 24 credits of specialization courses. The remaining credits for the degree are outlined on the Requirements for the Bachelor's Degree information sheet. A grade of C or higher is required in English composition and writing courses.

For course schedule and descriptions, visit www.courses.as.pitt.edu.

Prerequisite courses for all tracks: 12 credits (four courses)

COMMRC 0320	Mass Communication Process	3 cr.
COMMRC 1121	History of Mass Media	3 cr.
ENGWRT 0550	Introduction to Journalism	3 cr.
PUBSRV 1455	Ethics, Law, and Public Policy in Mass Media	3 cr.

Specializations: 24 credits (eight courses)

Choose one of the three specialization tracks that follow.

1. Corporate/Community Relations

Required: (9 credits)

COMMRC 1111	Theories of Persuasion	3 cr.
COMMRC 1732	Special Topics: Media Relations	3 cr.
BUSERV 1940	Marketing Fundamentals	3 cr.

Electives, choose four: (12 credits)

COMMRC 1102	Organizational Communication	3 cr.
COMMRC 1730	Special Topics: Health Communications	3 cr.
ENGCOMP 0301	Writing Arguments	3 cr.
ENGCOMP 0410	Writing in the Legal Professions	3 cr.
ENGCOMP 0420	Writing for the Public	3 cr.
ENGCOMP 0550	Topics in Public/Professional Writing	3 cr.
ENGCOMP 0515	Persuasive Writing: Advertising and Fundraising	3 cr.
ENGWRT 1310	Newspaper I	3 cr.
ENGWRT 1330	Nonfiction I	3 cr.
ENGWRT 1395	Public Relations Writing	3 cr.
ENGWRT 1397	Creative Corporate Writing	3 cr.
ENGWRT 1403	Topics in Nonfiction: Electronic Media	3 cr.
PUBSRV 1200	Practices of Nonprofit Management	3 cr.
PUBSRV 1310	Diversity Issues in Public Service	3 cr.
PSY 0105	Social Psychology	3 cr.

Internship, choose one: 3 credits

CGS 1900	Internship	3 cr.
THEA 1484	Directed Project: Business Management	3 cr.

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2. Writing for the Professions

Required: (6 credits)

COMMRC 1114 Freedom of Speech and Press 3 cr.

And choose one of the following courses:

ENGCOMP 0400 Written Professional Communication 3 cr.

ENGWRT 1330 Nonfiction I 3 cr.

Electives, choose five: (15 credits)

COMMRC 1732 Special Topics: Media Relations 3 cr.

ENGCOMP 0301 Writing Arguments 3 cr.

ENGCOMP 0410 Writing in the Legal Professions 3 cr.

ENGCOMP 0420 Writing for the Public 3 cr.

ENGCOMP 0550 Topics in Public/Professional Writing 3 cr.

ENGCOMP 1400 Grant and Proposal Writing 3 cr.

ENGWRT 1391 Writing the Review 3 cr.

ENGWRT 1393 Sports Writing 3 cr.

ENGWRT 1395 Public Relations Writing 3 cr.

ENGWRT 1399 Topics in Nonfiction: Newspaper 3 cr.

ENGWRT 1401 Topics in Nonfiction: Magazine 3 cr.

ENGWRT 1403 Topics in Nonfiction: Electronic Media 3 cr.

Internship, choose one: 3 credits

CGS 1900 Internship 3 cr.

ENGWRT 1370 The Pitt News 3 cr.

3. Digital Media

Completion of two prerequisite courses is necessary before registration for Pittsburgh Filmmakers courses (designated by a PF below) will be permitted. FILMST 0001, Motion Picture Fundamentals, is a prerequisite to all other Pittsburgh Filmmakers courses. See your advisor to register.

Required: 9 credits

COMMRC 1122 Media Criticism 3 cr.

ENGFLM 0355 Visual Literacy 3 cr.

FILMST 0001 Motion Picture Fundamentals (PF) 3 cr.

Electives, choose four: 12 credits

Choose four courses from the following. A maximum of two Pittsburgh Filmmakers (PF) courses can be included in the four electives.

COMMRC 1105 Television and Society 3 cr.

COMMRC 1126 Media and Consumer Culture 3 cr.

ENGLIT 0354 Words and Images 3 cr.

ENGFLM 0400 Introduction to Film 3 cr.

ENGLIT 0550 Introduction to Popular Culture 3 cr.

ENGFLM 1390 Contemporary Film 3 cr.

ENGFLM 1485 Film and Politics 3 cr.

ENGFLM 1683 Documentary Film 3 cr.

HAA 0010 Introduction to Art 3 cr.

HAA 0070 European Visual Traditions: From the Renaissance to the Present 3 cr.

HAA 1810 Experimental Video 3 cr.

PS 1636 Politics Through Film 3 cr.

PSY 1050 Topics in Psychology: Psychology of the Media 3 cr.

SA 0110 Foundation Design 3 cr.

SA 0130 Foundation Drawing 3 cr.

SA 1270 Digital Imaging 3 cr.

SA 1470 Graphic Design 3 cr.

FILMST 0151 Introduction to Web Design (PF) 3 cr.

FILMST 0245 Photoshop for Photographers (PF) 3 cr.

FILMST 0410 Advanced Digital Imaging (PF) 3 cr.

FILMST 0601 Video Production I (PF) 3 cr.

FILMST 0610 Digital Effects and Compositing (PF) 3 cr.

Internship: (3 credits)

CGS 1900 Internship 3 cr.

College of General Studies

The College of General Studies (CGS) provides adult and continuing education programs that are designed to address changing employer and student needs. The high-quality, flexible programs include courses, certificates, and degrees. CGS provides a single point of access to the University's innovative programs and services that both enrich lives and promote the economic health of the region.

Requirements subject to change. Check with an academic advisor before registering.

For more information, contact:

**University of Pittsburgh
College of General Studies
412-624-6600
www.cgs.pitt.edu**

Please note: This major requires that you complete an internship at a facility external to the University, and this facility may or will require a criminal background check, an Act 33/34 clearance, and perhaps a drug screen to determine whether you are qualified to participate in the internship. Additionally, in order to become licensed or employed, many states will inquire as to whether the applicant has been convicted of a misdemeanor, a felony, or a felonious or illegal act associated with alcohol and/or substance abuse.