



## Multimedia Communication

**Degree Awarded:** Bachelor of Arts

**Requirements for the Major:** 49 credits plus 6 prerequisite credits

The major in Multimedia Communication is more diverse than those of Journalism & Public Relations or Digital Media Production but combines basics from those areas. Students choose the Multimedia Communication major for careers in corporate communication, non-profit communication, media marketing, sports information, sports reporting, or those that combine multiple media skills. This is a good major for those who may be unsure of which specific communication field they will enter upon graduation and want to be exposed to a variety of experiences in print, broadcast and online media.

**Prerequisites for courses for the major:**

**Essential Competencies-Outcome Iterations**  
**\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	ARTS 131	Basic Digital Photography	3	x						x
	COMM 110	Mass Communication	3						x	

These courses will not be counted in computing the GPA for the major.

**Requirements for the Major:**

**Essential Competencies-Outcome Iterations**  
**\*\*Transfer courses do not receive outcome iterations\*\***

**Communication Core Courses**

				CI	IL	W	O	Q	GA	V
	COMM 121	Digital Video & Audio	3							
	COMM 129	Voice Delivery and Performance	1				x			
	COMM 141	Multimedia Storytelling	3						x	
	COMM 159	Journalism Laboratory	2							
	COMM 263	Digital Publishing	3							
	COMM 329 or COMM 359	Advanced Broadcast Production or Advanced Journalism Lab	1							
	COMM 399	Internship	3							
	COMM 404	Communication Law and Ethics	3		x	x				
	COMM 470	Multimedia Career Seminar	3				x	x		x

**Multimedia Communication Courses:**

	COMM 151	Reporting	3							
	COMM 222	Digital Audio Media	3					x	x	
	COMM 349 or ARTS 367	Publication Design Essentials or Publication Design	3							
	COMM 355	Public Relations Principles	3							
	COMM 405	Media Advertising	3							
	COMM 421	Electronic Field Production	3							

**Students must complete one of the following concentrations:**

This information must be used in conjunction with the 2019-2020 Grand View University Catalog and does not reflect a student's official record of progress. Students are expected to use the Progress tool found on myView > GV Self Service when monitoring and planning coursework. Other available resources include: Course Planning Documents (found on myView under Academics) and the faculty and staff who work with academic requirements.

**Sports Media Concentration****Essential Competencies-Outcome Iterations**

Take 9 credits from:

**\*\*Transfer courses do not receive outcome iterations\*\***

				CI	IL	W	O	Q	GA	V
	COMM/KINH 270	Sports and Media	3							
	COMM 323	Video Producing and Directing	3							
	COMM 324	Radio Production and Announcing	3							
	COMM 352	Feature Writing	3			x				
	BSAD 343	Sport Law	3							
	BSAD 416	Sport Marketing	3							

**Corporate Communication Concentration**

Take 9 credits from:

				CI	IL	W	O	Q	GA	V
	COMM 323	Video Producing and Directing	3							
	COMM 425	Publication Editing	3							
	COMM 455	Public Relations Campaigns	3							
	BSAD 310	Principles of Management	3							
	BSAD 315	Marketing	3							
	BSAD 325	Web Design and Development for E-Commerce	3							

All Multimedia Communication majors must attain a 2.2 GPA or better in the courses which comprise their academic major. Students majoring in Multimedia Communication must achieve a grade of C or better in all the required courses to graduate. Please see the catalog for Communication Department rules for enrollment.

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