PUBLIC COMMUNICATION B.S.

All students must meet the Degree and University Requirements.

All students must meet the Catamount Core Curriculum Requirements.

All students must meet the College Requirements.

Public Communication (COM) is the practice of creating and delivering relevant, creative, and responsible messages to serve the needs of a community, business, or organization. COM graduates are well-prepared for careers in marketing, public relations, community organizing, event planning, and activist journalism, as well as in video, audio, graphic, and social media.

The COM program equips students to use communication to inform and persuade, to build relationships, and to encourage open dialogue in organizations and communities toward resilient solutions. The academic programming is rooted in the application of research, theory, technical knowledge, and sound design principles. Students majoring in Public Communication use an integrated, hands-on approach to communication to critically analyze situations, manage information, and craft messages that work in an increasingly global society.

CDAE CORE REQUIREMENTS

Requirement Description		Credits
CDAE 1020	World Food,Pop & Develop	3
CDAE 1240	Fund of Public Communication	3
CDAE 1610	Principles of Comm Dev Econ	3
CDAE 2020	Sustainable Community Dev	3
CDAE 2270	Consumer,Markets&Public Policy	3
CDAE 3500	Applied Research Methods	4

COM MAJOR REQUIREMENTS

Requirement Description		Credits
MATH 1077	Exploring Modern Mathematics	3
STAT 1110	Elements of Statistics	3
POLS 1300	US Political System	3
CDAE 1150	Visual Communication	3
or CDAE 1600	Design Innovation I	
CDAE 1160	Communication Design I	3
CDAE 2200	Strategic Writing for PCOM	3
or CDAE 2210	News Writing Across Media	
CDAE 2240	Public Communication Media	3
CDAE 4240	Public Communication Capstone	3

Concentration Requirements: Communication Design

Requirement Description		Credits
Required Courses: 9 credits		
CDAE 1170	Digital Illustration	3
CDAE 2160	Communication Design II	3
CDAE 3310	Applied Computer Graphics	3
or CDAE 2110	Design:Narrative Media & Video	
or CDAE 2140	Doc. Film for Social Change	
or CDAE 2440	Community Media Production	
Elective Courses: 12 credits from the list below:		
CDAE 1850	Narrative Data Design	
CDAE 2120	Social Media:Theory 2 Practice	
CDAE 2190	Event Planning for Athletics	
CDAE 2230	Media-Policy-Action	
CDAE 2290	Communication Law	
CDAE 2400	Leadership in Practice	
CDAE 2430	Sports Media	
CDAE 2450	Propaganda, Media, & Cit Respn	
CDAE 2600	Design Innovation II	
CDAE 2990	Special Topics	
CDAE 3760	Community Design Studio	
CDAE 3991	Internship (with Advisor-Approved Focus)	
ARTS 2610	Digital Art	
ARTS 2410	Graphic Design	
CS 1080	Intro to Web Site Dev	

Concentration Requirements: Community Media + Journalism

Requirement Description		Credits
Required Courses: 9 credits		
CDAE 2230	Media-Policy-Action	3
or CDAE 2450	Propaganda, Media, & Cit Respn	
or POLS 2440	Politics and Media	
or CDAE 2440	Community Media Production	

CDAE 2290	Communication Law	3		CDAE 2570	Consumer Law and Policy	
CDAE 2120	Social Media:Theory 2 Practice	3		CDAE 2590	Consumer Law in Action I	
or CDAE 2130	Activist Journalism			CDAE 2660	Intro to Comm Entrepreneurship	
Elective Courses: 12 credits from the list below:				CDAE 2760	Inclusive ScienceCommunication	
CDAE 2110	Design:Narrative Media & Video			CDAE 3510	Contemp Policy Iss:Comm Dev	
CDAE 2130	Activist Journalism			CDAE 3590	Consumer Law in Action II	
CDAE 2140	Doc. Film for Social Change			CDAE 3991	Internship (with Advisor-Approved Focus)	
CDAE 2160	Communication Design II			POLS 2440	Politics and Media	
CDAE 2430	Sports Media					
CDAE 2440	Community Media Production					
CDAE 2600	Design Innovation II					
CDAE 2740	Global Media & Intl Developmen					
CDAE 2760	Inclusive ScienceCommunication					
CDAE 3510	Contemp Policy Iss:Comm Dev					
CDAE 3991	Internship (with Advisor-Approved Focus)					
CAS 3922	Internship: Community News					
CS 1080	Intro to Web Site Dev					
ENGL 1730	Intro to Creative Writing					

Concentration Requirements: Strategic Communication

Requirement Description		Credits
Required Courses: 9 credits		
CDAE 2280	Strategic Communication	3
CDAE 2290	Communication Law	3
CDAE 2680	Marketing:Com Entrepreneurs	3
or CDAE 2780	Socially Responsible Marketing	
Elective Courses: 12 credits from the list below:		
CDAE 1850	Narrative Data Design	
CDAE 2120	Social Media:Theory 2 Practice	
CDAE 2190	Event Planning for Athletics	
CDAE 2230	Media-Policy-Action	
CDAE 2400	Leadership in Practice	
CDAE 2420	Communicating Climate Crises	
CDAE 2440	Community Media Production	
CDAE 2450	Propaganda, Media, & Cit Respn	