



BA/Communication

Knowledge outcomes:

Upon successful completion of this program students will be able to:

- › Show basic understanding of subject matter related to communications, mass media, public relations, advertising, corporations, law and ethics;
- › Apply the subject matter critically and analytically in real situations;
- › Comprehend the political, social, legal, regulatory, environmental and technological impacts on corporations, governmental affairs and organizations;
- › Demonstrate a working knowledge of the European and American environment of corporations, business, governmental affairs and multi-cultural issues;
- › Have a foundation in science and liberal studies as delivered through the General Education program;
- › Integrate the knowledge acquired in the program to analyze a business' internal and external relations to identify its strengths and weaknesses and to determine what changes can be made in the field of communication strategy for improvement;
- › Develop a communications and/or public relations plan; and
- › Pursue postgraduate studies or professional qualifications in the field of Communications and Public Relations.

Skills outcomes:

As a result of completing this program, students should have acquired the following skills and values:

- › excellent written and oral communication skills;
- › excellent use of communication methods, including public relations and advertising techniques;
- › demonstrate analytical and critical-thinking skills necessary to make sound business and personal decisions;
- › speech communication skills;
- › effective use of communication tools;
- › effective self-management in terms of time, planning and behaviour, motivation, self-starting, and individual initiative and enterprise; and
- › self-awareness, openness and sensitivity to diversity in terms of people, cultures, business, public affairs and government.

Degree: Bachelor of Arts (BA)

Area of Study: Cultural Studies

Concentration: Communication

Start Dates: October; February

Assessment: A variety of methods of assessing students progress are used including essays, reports, critical analyses, presentations, online assignments and discussions and proctored and open book examinations.

Possible Career Options:

For those of you who plan to go directly into the workforce, this degree provides you with the highly-valued communications knowledge and skills necessary to be successful in a variety of entry-level positions in the field of communications, including corporations, mass media, public affairs, and not-for-profit organizations. Students will have the skills to start their own small business.



BA/CONCENTRATION COMMUNICATION

General Education - 30 credits

COURSE		CREDITS
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You must take these 5 courses = 15 credits

1	Composition I	3
2	Composition II	3
3	Math course	3
4	US History course	3
5	Computer Applications I	3

Select **4** of the following 6 areas = 12 credits

1	Natural Science course	3
2	General Psychology	3
3	Western Civilization course	3
4	Other World Civilizations	3
5	Humanities course	3
6	Arts Course	3

Take 1 course from any category = 3 credits

Elective general education course	3
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New York College Concentration Prerequisites - 31 credits (plus any concentration relevant electives)

COURSE		CREDITS
1	Intro. to Speech Communications	3
2	Theories of Human Communication (prereq. Intro to Speech Comm)	3
3	Advanced Speech Communications (prereq. Intro to Speech Comm)	3
4	Public Relations	3
5	Introduction to Mass Media	3
6	Principles of Advertising	3
7	History of Mass Media	3
8	Principles of Marketing	3
9	Communication among Cultures	3
10	Advanced Writing and Research	4

Elective credits - 27 credits (either or both NYC and ESC)

COURSE		CREDITS
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Recommended Electives

Introduction to Media Writing	3
Introduction to Business Communication	3
Plus any other Electives	

Empire State College Concentration Courses - 32 credits

COURSE		CREDITS
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1	Communications Analysis	4
2	Communications Decisions	4
3	Mass Communications & Society	4
4	Ethics for a Global Economy	4

Electives

Advanced Advertising	4
Advanced Public Relations	4
Conflict and Negotiation	4
Consumer Behaviour (pre-req. Psych. Adj.)	4
Information Gathering & Reporting	4
Marketing & Sales Promotion	4
Media Interviewing Skills	4
Psychology of Advertising	4
Social Psychology in Communication	4

