



# 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.

The Greek/EU nationals may have the professional qualifications of their SUNY/ESC degree recognized by the Greek state authorities.



**NEW YORK COLLEGE**  
THE INTERNATIONAL COLLEGE OF GREECE

# BA/Concentration COMMUNICATION

## General Education - 30 credits

*You must take these 6 courses = 18 credits*

1	Intro to College Reading and Writing
2	Effective Reading & Writing
3	Math
4	US History
5	Natural Science course
6	Diversity course

*Select 3 of the following 5 areas = 9 credits*

1	Social Science course
2	Western Civilization course
3	Other World Civilizations
4	Humanities course
5	Arts course

*Take 1 course from any category = 3 credits*

	GenEd elective course
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## Empire State University Concentration Courses- 32 credits

1	Social Media: Communication & Culture
2	Capstone in Media & Communications
3	Global Communication & Media COMM 3065
4	Media Ethics & Law

## New York College Concentration Prerequisites

1	Theories of Human Communication OR Introduction to Communication (COMM 1020)
2	Interpersonal Communication
3	Media and Visual Literacy (ARTS 1140) (fulfills Arts GenEd)
4	Television & Culture
5	Public Relations
6	History of Mass Media OR History & Theory of New Media DIGA 4015
7	Organizational behavior

## Elective credits (either or both NYC and ESU)

Principles of Advertising

Principles of Marketing (highly recommended)

## Electives

Consumer Behavior

Advanced Public Relations

Marketing Management

Digital Storytelling

Political Communication