

# Bachelor of Art in Media & Communication - General

Freshman and Sophomore years, you will be taking general education courses Core IMPACTS. Core IMPACTS supports your future success and prepares you for upper-level courses and your career!

## Freshman & Sophomore Years

### TERM 1

ENGL 1101 Composition I  
MATH  
Humanities Elective  
NMAC 2145 Intro to Media Production  
Institution Elective

### TERM 2

ENGL 1102 Composition II  
STEM Elective  
POLS 1101 American Government  
COMM 2202 or MCOM 2200  
COMM 1110 Public Speaking

### TERM 3

Humanities Elective (ENGL Literature)  
MCOM 2131 News Writing and Reporting  
NMAC 2108 Introduction to Social Media  
STEM Elective (Lab Science)  
HIST 2111/2112 U.S. History

### TERM 4

Field of Study Elective  
Social Science Elective  
Social Science Elective  
STEM Elective (Lab Science)  
NMAC 3600 Digital Storytelling

### Milestones

**Earn a grade of “C” or higher in English, Math, COMM, NMAC, MCOM courses.**

**Get Involved:** Visit [Knight Life](#) for information on Clubs and Organizations like Knights Academy & Knights of Success

**Career Connection:** Take a career assessment & review with a career advisor at the [CCLD](#)

**Summer Semester:** Take courses and get ahead!



...Skills to Add to Your Resume and LinkedIn

### Skills Gained During Freshman & Sophomore Year

Critical Thinking | Teamwork | Persuasion | Time Management | Inquiry & Analysis | Problem Solving  
Information Literacy | Intercultural Competence | Persuasion | Ethical Reasoning | Perspective - Taking

## Junior & Senior Years

### TERM 5

COMM 3050 Persuasion & Strategic Comm  
Upper-Level Elective  
NMAC 3460 Media Criticism  
NMAC 3010 Media Ethics  
Generalist Concentration Elective

### TERM 6

COMM 3010 Communication Theory  
NMAC 3500 or 3651  
Generalist Concentration Course  
Generalist Concentration Course  
Upper-Level Elective

### TERM 7

NMAC 3108 Writing for Digital Media  
Generalist Concentration Course  
Generalist Concentration Course  
Upper-Level Elective  
Upper-Level Elective

### TERM 8

NMAC 4483 Capstone Professional Portfolio  
Generalist Concentration Course  
Generalist Concentration Course  
Upper-Level Elective  
Upper-Level Elective

### Milestones

**A grade of “C” or higher is required in all COMM, NMAC, MCOM upper-level courses (3000/4000 level courses).**

**Career Connection:** Check in with a career advisor to update your resume, Handshake, and LinkedIn profile.

**Graduate:** Apply and prepare for graduation at the end of TERM 6!