

Cultural Studies Area of Studies (AOS) Concentration in Communication and Media Course Map

Concentration in Communication and Media

Concentrations in communication and media studies should demonstrate knowledge of processes, procedures, methodologies and media involved in interactions between people and within groups, and the dissemination of information and ideas. Twenty-first-century studies in communication and media include an examination of media's impact on culture, democracy and digital identity in an era of rapid technological change and emerging environments as well as practical skills for the 21st century workplace.

Knowledge of each outcome can be demonstrated through transcript credit, individual prior learning assessment (iPLA), prior learning evaluation (PLE), or credit by examination, or specific courses at Empire State College.

A concentration in Communication and Media Studies should address the following:

Associate's degrees should meet each of the following guidelines:

Foundation #1: Writing skills (correlates with the Critical thinking, reading, and writing guideline)

Learning Outcome: demonstrate basic writing and research skills - Courses which meet this guideline include (but are not limited to):

- COMW 1005 College Writing
- COMW 1015 Introduction to College Reading and Writing

- COMW 2005 Effective Academic Writing
- COMW 3005 Proposal Writing and Logical Argument
- COMW 3006 Research Writing: Advanced
- COMW 3112 Proposal Writing

Foundation #2: Field Knowledge (correlates with the Knowledge of a Field or Fields guideline)

Learning Outcome: explain fundamental principles of the field of communication including individual, group, and mass communication or media communication. - Courses which meet this guideline include (but are not limited to):

- COMM-1020 Introduction to Communication

Learning Outcome: interpret media artifacts, which may include examples from print, radio, television, and/or the internet - Courses which meet this guideline include (but are not limited to):

- ARTS-1140 Media and Visual Literacy

Learning Outcome: Explain principles of individual and group communications - Courses which meet this guideline include (but are not limited to):

- COMM-1005 Intercultural Communications
- COMM-1010 Interpersonal Communication
- COMM-2xxx Digital Communication Strategies 1
- COMM-3xxx Digital Communication Strategies 2

Foundation #3: Professional Skills

Learning Outcome: demonstrate basic skills in **one** of the following tracks

Marketing Track - Courses which meet this guideline include (but are not limited to):

- MRKT-1005 Marketing Principles [Prerequisite for all other Marketing courses]
- MRKT-3010 Consumer Behavior
- MRKT-3025 Digital Marketing
- MRKT-3055 Public Relations
- MRKT-3045 Marketing Management
- MRKT-4030 Marketing Ethics
- MRKT-4035 Marketing Research [pre-requisite, Statistics and Marketing Principles]
- MRKT-4040 Marketing Strategy

Writing/Journalism Track - Courses which meet this guideline include (but are not limited to):

- CRWR-1000 Intro to Creative Writing
- CRWR-1015 Creative Nonfiction: Introductory
- COMW-2005 Effective Academic Writing
- COMM-2010 Media Writing
- COMW-2010 Grant Writing
- COMW-3010 Speechwriting
- COMM-3030 News & Feature Writing
- CRWR-3015 Creative Nonfiction: Advanced

- COMW-3015 Technical Writing
- COMW-3122 Proposal Writing
- DIGA-3040 Digital Storytelling
- CRWR-4005 Craft & Practice in Creative Writing

Digital Communications Track - Courses which meet this guideline include (but are not limited to):

- COMM 2xxx Digital Communication Strategies 1
- DIGA-1010 Digital Art & Design: Intro
- DIGA-2xxx Digital Communication Strategies 2
- DIGA-3035 Digital Art & Design: Adv
- COMM-3015 Communication through New Media
- DIGA-3040 Digital Storytelling
- DIGA-3045 Game Design & Development
- DIGA-3050 Information Design
- DIGA-3065 Media Arts

Interpersonal and Group Communications Track - Courses which meet this guideline include (but are not limited to):

- COMM-1030 Public Speaking
- COMM 2xxx Digital Communication Strategies 1
- DIGA-2xxx Digital Communication Strategies 2
- COMM-3055 Organizational Communication
- COMM-3060 Political Communication
- COMM-3005 Communication Analysis
- COMM-4025 Communication Decisions

Bachelor's degrees should meet each of the following guidelines:

Foundation #1: Field Knowledge (correlates with the Knowledge of a field guideline)

Learning Outcome: Explain fundamental principles of the field of communication including individual, group, and mass communication or media communication. Courses which meet this guideline include (but are not limited to):

- COMM-1020 Introduction to Communication

Learning Outcome: Interpret media artifacts, which may include examples from print, radio, television, and/or the internet. Courses which meet this guideline include (but are not limited to):

- ARTS-1140 Media and Visual Literacy

Foundation #2: Historical Knowledge and Currency

Learning Outcome: Trace the development of the history of at least one form of media, including past and future technologies and products. Courses which meet this guideline include (but are not limited to):

- COMM-3050 The American Cinema
- COMM-3045 Television & Culture
- COMM-4015 Women Girls & the Media
- DIGA-4015 History & Theory of New Media

Learning Outcome: Demonstrate advanced usage of current media technologies. Courses which meet this guideline include (but are not limited to):

- COMM-3015 Communication through New Media
- DIGA-2xxx Digital Communication Strategies 2

Foundation #3: Theoretical or methodological application (correlates with Theoretical knowledge)

Learning Outcome: examine, explain, and apply theories, critical approaches, and/or methodologies in communication and/or media. Courses which meet this guideline include (but are not limited to):

- COMM-3998 Communications Theory
- DIGA-4015 History & Theory of New Media

Foundation #4: Diverse perspectives and social responsibility (correlates with Diverse perspectives and social responsibility outcome)

Learning Outcome: examine and reflect on diverse cross-cultural perspectives in communication and/or media (e.g., questions of race, gender, class, ethnicity, religion, sexual identity, disability, migration, etc.); and consider the responsibilities of members in a just society. Courses which meet this guideline include (but are not limited to)

- COMM-3050 The American Cinema

- COMM-3045 Television & Culture
- COMM-4015 Women Girls & the Media

Learning Outcome: Apply ethical and legal principles of communication and media. Courses which meet this guideline include (but are not limited to):

- COMM-3025-Media Ethics & Law

Foundation #5: Synthesis of Understanding and Future Preparation

Learning Outcome: Synthesize knowledge and skills to prepare for future. Courses which meet this guideline include (but are not limited to):

- COMM-3998 Capstone in Media & Communications

Foundation #6: Skills

Learning Outcome: Demonstrate basic writing and research skills. Courses which meet this guideline include (but are not limited to):

- COMW 1005 College Writing
- COMW 1015 Introduction to College Reading and Writing
- COMW 2005 Effective Academic Writing
- COMW 3005 Proposal Writing and Logical Argument
- COMW 3006 Research Writing: Advanced
- COMW 3112 Proposal Writing

Learning Outcome: Explain principles of individual and group communications. Courses which meet this guideline include (but are not limited to):

- COMM-1005 Intercultural Communications
- COMM-1010 Interpersonal Communication
- COMM-2xxx Digital Communication Strategies 1
- COMM-3xxx Digital Communication Strategies 2

Learning Outcome: Demonstrate advanced skills in one of the following tracks (choose at least one course). Courses which meet this guideline include (but are not limited to):

Marketing Track

- MRKT-1005 Marketing Principles [Prerequisite for all other Marketing courses]
- MRKT-3010 Consumer Behavior
- MRKT-3025 Digital Marketing

- MRKT-3055 Public Relations
- MRKT-3045 Marketing Management
- MRKT-4030 Marketing Ethics
- MRKT-4035 Marketing Research [pre-requisite, Statistics and Marketing Principles]
- MRKT-4040 Marketing Strategy

Writing/Journalism Track

- CRWR-1000 Intro to Creative Writing
- CRWR-1015 Creative Nonfiction: Introductory
- COMW-2005 Effective Academic Writing
- COMM-2010 Media Writing
- COMW-2010 Grant Writing
- COMW-3010 Speechwriting
- COMM-3030 News & Feature Writing
- CRWR-3015, Creative Nonfiction: Advanced
- COMW-3015 Technical Writing
- COMW-3122 Proposal Writing
- DIGA-3040 Digital Storytelling
- CRWR-4005 Craft & Practice in Creative Writing

Digital Communications Track

- COMM 2xxx Digital Communication Strategies 1
- DIGA-1010 Digital Art & Design: Intro
- DIGA-2xxx Digital Communication Strategies 2
- DIGA-3035 Digital Art & Design: Adv
- DIGA-3040 Digital Storytelling
- DIGA-3045 Game Design & Development
- DIGA-3050 Information Design
- DIGA-3065 Media Arts

Interpersonal and Group Communications Track

- COMM-1030 Public Speaking
- COMM 2xxx Digital Communication Strategies 1
- DIGA-2xxx Digital Communication Strategies 2
- COMM-3055 Organizational Communication
- COMM-3060 Political Communication
- COMM-3005 Communication Analysis