

**MASS COMMUNICATION, CONCENTRATION—INTEGRATED MARKETING COMMUNICATION ACADEMIC  
 MAP: DEGREE BA/BS (120 CREDIT HOURS)**

This degree map is a semester-by-semester course schedule for students majoring in **Communications with a concentration in Intercultural Communication**. The milestones listed to the right of each semester are designed to keep a student on track to graduate in four years. The schedule serves as a general guideline to help build a full schedule each semester. Milestones are courses and special requirements necessary for timely progress to complete a major. When one or more milestones are missed, students should consult with an academic advisor to determine if another degree path would be more suitable.

In the Communication Studies major with a concentration in Intercultural Communication, students will gain extensive knowledge in the relationship between rhetoric, communication, and culture. Our core and elect courses will help students understand how communication processes differ from culture to culture and impact personal and social lives. As a student majoring in this concentration, you will gain Intercultural Communication competence and critical perspectives on local/global issues, and become more critical of your own cultural identity as it influences the way individuals communicate with people of different cultural and ethnic backgrounds.

Students in the Department of Communications must earn grades of “C” or better in all courses used to satisfy requirements for the major. This includes COMM1040, COMM2200, and THTR 1020. Students receiving “D” or “F” grades in major and concentration core courses must repeat those course to obtain a “C” or better. The Department encourages participation in co-curricular organizations and activities, including WTST Camus Radio, TSU TV News, TSU TV Program Production, TSU News Network, The Meter student newspaper, the student-run advertising/public relations agency, the National Broadcasting Society/Alpha Epsilon Rho, the Forensics team and theatre productions.

Tennessee State University recognizes that students have diverse learning, life, and professional experiences. The University provides opportunities for students to earn college credit toward the degree through a number of assessment options that evaluate their learning experiences. These paths are grouped under the category “Prior Learning Assessment” (PLA). Various means of earning PLA credit at TSU are the following: Advanced Placement Program, American Council of Education (ACE) Military Credit, College Level Exam Program (CLEP), DSST Credit by Examination Program (includes DANTES Examination), Institutional Course Challenge Exams (Departmental Exams), International Baccalaureate Credit, Other Military Service, Portfolio Assessment. To learn more about PLA contact your academic advisor or the Office of Student Support Services for Adult and Distance Learners at (615) 963-7001 or [adultstudentsupport@tnstate.edu](mailto:adultstudentsupport@tnstate.edu).

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**Department Web Address:** <http://www.tnstate.edu/Communications/programs.aspx>

Fall Schedule		Milestones
<b>Semester 1</b>	<b>Hrs.</b>	<b>Semester 1</b>
ENGL 1010	3	Pre-Requisite Course: Must be taken before ENGL 1020, and HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070, or HIST 2700; Minimum grade “C” Required
UNIV 1000*	1	
Humanities**	3	
Natural Science w/lab***	4	
THTR 1020/or Foreign Language I****	3	
<b>Total Hours</b>	<b>14</b>	

\*An orientation course taken at another University does NOT meet this requirement. Students with less than 6 transfer credit hours must take UNIV 100 at TSU

\*\*Students must take 3 credit hour course from the following list of approved general education Humanities courses:  
 AREN 2310, ART, 1010, HIST 1000, THTR 1020, MUSC 1010, PHIL 1030, or RELS 2010.

\*\*\*Natural Science-Students must have credit hours which includes the appropriate labs. Recommended courses are: BIOL 1010/1011, CHEM 1030/1031, PHYS 2030/2031 or ASTR 1010

\*\*\*\*Four semesters of single foreign language are required for the BA degree

Spring Schedule		Milestones
<b>Semester 2</b>	<b>Hrs.</b>	<b>Semester 2</b>
ENGL 1020	3	Pre-Requisite Course: Must be taken before taking HIST 2010, HIST 2020, HIST 2030, HIST 2060, HIST 2070, or HIST 2700; Minimum grade "C" Required
COMM 2200	3	Minimum grade of "C" required
COMM 1040	3	Minimum grade of "C" required
MATH 1013	3	
Natural Science w/lab*	4	
<b>Total Hours</b>	<b>16</b>	

\*Natural Science-Students must have credit hours which includes the appropriate labs. Recommended courses are: BIOL 1020/1021, CHEM 1040/1041, PHYS 1040/1041, or ASTR 1020.

Fall Schedule		Milestones
<b>Semester 3</b>	<b>Hrs.</b>	<b>Semester 3</b>
ENGL Literature*	3	
HIST 2010**	3	
COMM 2100***	3	Minimum grade of "C" required
Elective or Foreign Language II****	3	
Social/Behavior Science*****	3	
<b>Total Hours</b>	<b>15</b>	

\*Courses in the series ENGL 1012-2322 will meet this requirement.

\*\*The Department recommends HIST 2010; however, HIST 2030, HIST 206 or HIST 270 will satisfy this requirement.

\*\*\*Communication Studies Concentration Core Course

\*\*\*\*Four semesters of a single foreign language are required for the BA degree

\*\*\*\*\*The following courses can meet the Social Science elective: AFAS 2010, ANTH 2300, ECON, 2010, GEOG 1010, HPSS 1510, POLI 101 PSYC 2010, WMST 2000, and URBS 2010.

Spring Schedule		Milestones
<b>Semester 4</b>	<b>Hrs.</b>	<b>Semester 4</b>
Social/Behavior Science *	3	
Humanities and/or Fine Arts**	3	
COMM 2300***	3	Minimum grade of "C" required
Elective or Foreign Language III***	3	
HIST 2020*****	3	
<b>Total Hours</b>	<b>15</b>	

\*The following courses can meet the Social Science elective: AFAS 2010, ANTH 2300, ECON, 2010, GEOG 1010, HPSS 1510, POLI 101 PSYC 2010, WMST 2000, and URBS 2010.

\*\*Students must take credit hour course from the following list of approved general education Humanities courses: AREN 2310, ART, 1010, HIST 1000, THTR 1020, MUSC 1010, PHIL 1030, or RELS 2010. Students must remember not to duplicate course options from a previous semester

\*\*\*Communication Studies Concentration Core.

\*\*\*\*\*The Department recommends HIST 2020; however, HIST 2030, HIST 206 or HIST 270 will satisfy this requirement.

Fall Schedule		Milestones
<b>Semester 5</b>	<b>Hrs.</b>	<b>Semester 5</b>
COMM 4210*	3	Minimum grade of "C" required
COMM 3150*	3	Minimum grade of "C" required
COMM 4300**	3	Minimum grade of "C" required
COMM 4340**	3	Minimum grade of "C" required
Elective or Foreign Language IV****	3	
<b>Total Hours</b>	<b>15</b>	

\*Communication Studies Core, Communication Major Core, or Intercultural track required.

\*\*Intercultural Communication Track electives –Need at least 1 credit hours. COMM 4300, COMM 4340, COMM 4255, COMM 4220, COMM 3220 will meet this requirement.

\*\*\*Four semesters of a single foreign language are required for the BA degree.

Spring Schedule		Milestones
<b>Semester 6</b>	<b>Hrs.</b>	<b>Semester 6</b>
COMM 3100*	3	Minimum grade of "C" required
COMM 3200**	3	
COMM 4320*	3	Minimum grade of "C" required
COMM 3950*	3	Minimum grade of "C" required
COMM 4230**	3	
<b>Total Hours</b>	<b>15</b>	

\*Communication Studies Core or Major Communication Core.

\*\*Intercultural Communication Track elective

Fall Schedule		Milestones
<b>Semester 7</b>	<b>Hrs.</b>	<b>Semester 7</b>
COMM 4500*	3	Minimum grade of "C" required
COMM 3370 **	3	Minimum grade of "C" required for Intercultural Track
COMM 4250*	3	COMM3520 Communication Law & Ethics can substitute
COMM 4345**	3	
COMM 4255**	3	
<b>Total Hours</b>	<b>15</b>	

\*Communication major requirement.

\*\*Intercultural Communication Track recommended.

Spring Schedule		Milestones
<b>Semester 8</b>	<b>Hrs.</b>	<b>Semester 8</b>
		Take Senior Exit Exam and Apply for Graduation
Any Upper or/and lower Level Electives Courses**	15	
<b>Total Hours</b>	<b>15</b>	

\*Communication major Core.

\*\*Chosen in consultation with advisor: Upper level Communication courses are COMM 3220, COMM 3340, COMM 3260, COMM 4345, COMM 4365, COMM 4370.

\*\*\*Four semesters of a single foreign language are required for the BA degree.

**Employment Information:**

Students specialize in Communications Studies may seek employment either in business sector or in non-profit organizations. Their studies will also prepare them for graduate programs in Communication Studies.

**Representative Job Titles Related to this Major:**

US foreign service officer, Copy Editor, Human Resource Specialist, Teacher, Speech Writer, Motivational Speaker, Salesperson, Travel agent, Marketing Consultant, Community Affairs & Out Reach Director, Customer Service Representative, Department Administrator, College Admission Counselor, Public Opinion Researcher, Political Activist, Psychologist, Relationship Trainer, Guidance Counselor, etc.

**Representative Employers:** Local, State, and Federal government, College & Universities, Public & Private Schools, Banks, Marketing firms, Non-profit organizations, Corporate Human Resources Office, Staffing Agency, Travel Agency

**International study is available for all TSU students and may include opportunities for internships or taking course work towards various minors.** International study may have an impact on the academic map; therefore, it is important to consult with the academic advisor for this major before participating in an international Program opportunity. Students interested in study abroad opportunities should contact the Office of International Programs and consult with their academic advisor.

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This map is not intended to be a contract, either expressed or implied, between the University and the students, but represents a flexible program of the current curriculum which may be altered from time to time to carry out the academic objectives of the University. TSU specifically reserves the right to change, delete or add to any map at any time within the student's period of study at the University.