

# Academic Rhode Map for BA Communication Major at Rhode Island College with Concentration in Media Communication and Advertising

**GENERAL EDUCATION:** A complete listing of General Education courses can be found in the online catalog; look at catalog for year you enrolled. For Gen Ed courses, aside from Second Language requirement, which varies depending on where you are placed, you need ONE course from each category. Second Language 101/102 options are: American Sign, Arabic, French, German, Italian, Japanese, Portuguese, or Spanish. For other ways to satisfy the second language requirement look under the Gen Ed. section of the catalog. For information about Math Placement exam visit the orientation webpage. Any courses marked (F) offered Fall only; (Sp) Spring only. **Courses with an asterisk\* have prerequisites. Courses with a “W” in the prefix are Writing in the Discipline (WID) courses and will be writing intensive.**

Academic Major Checklist	Course
COMM 234 Introduction to Advertising (F)	
COMM 240 Mass Media and Society (Gen Ed SB)	
COMM 243W Writing for Media (F)* (WID)	
COMM 244 Digital Media Lab*	
COMM 340W Media Ethics (Sp)*(WID)	
COMM 345 Digital Video Production (F)*	
COMM 347 Media Law (Sp)*	
COMM 349 Media and Advertising Research (Sp)*	
COMM 462 Media and Advertising Portfolio (Sp)*	
<b>FOUR</b> courses from: COMM 241 Introduction to Cinema and Video (Gen Ed A); COMM 242 Message, Media, and Meaning (Sp); COMM 245 Social Media Communication (F); COMM 246 Television Production (Sp); COMM 252 Multimedia Journalism I*; COMM 337 Advertising Strategy and Media Planning*; COMM 339W Creativity for Communication and Media (F)*; COMM 343 Audio Production for Multimedia*; COMM 346 Sports Reporting (Sp)*; COMM 348 Global Communication (F)*; COMM 443 Sports, Culture, and Media (F)*; COMM 479 Communication Internship* (COMM 479 may be taken twice)	

This map is a semester-by-semester plan to help you toward graduation in four years. Not everyone graduates in four years as it depends on how many courses you can take, and how you do in those courses. This map is not your only route; it is a suggestion. While there are many courses in your major that have prerequisites that you will need to take in a special order, there is some flexibility in this map.

The column to the left on the other side of this page suggests the ideal courses for you to take each semester. There are times when those courses may be full or unavailable the semester you plan to take them, in which case consider another course from a different semester with which you can switch. The column on the right has "Checkpoints" for each semester that show where you should be by the end of that semester. You should work from this map as you plan each semester's schedule with your advisor. You should plan to see your advisor in late September for the Spring Semester and in February for the Fall. The Map is designed primarily for freshmen coming to college for the first time, but transfer students may also use the Rhode Map with the understanding that they have most likely completed several requirements through transfer of credit and will be starting further into the program. Maps assume a Fall start.

**GRADUATION REQUIREMENTS:** The following requirements must be completed by undergraduate degree candidates at Rhode Island College in order to graduate:

- General Education program, including a second language requirement and RIC 100 or its equivalent
- College Math Milestone (which is separate from the Gen Ed math requirement) and must be completed by end of first semester or you will be placed on probation.
- College Writing Competency (satisfied by FYW with a minimum grade of C)
- Academic Major—see check chart below. Writing in the Discipline requirement is satisfied through major courses
- A minimum of 120 credit hours, with a minimum of 45 credit hours taken at RIC. Of the 45 credit hours, a minimum of 15 credit hours must be in the major (12 of which must be at the 300- or 400-level)
- A minimum overall grade point average of 2.0
- A minimum grade point average of 2.0 in your major

Approved by Department Chair: Anthony Galvez 6/1/2020

Approved by Undergraduate Curriculum Committee: Date 6/1/2020

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<b>SEMESTER 1</b>	<b>CR</b>	<b>SEMESTER 1 CHECKPOINTS</b>
First Year Writing (FYW 100) or First Year Seminar (FYS 100).	4	FYW 100P is a 6-credit option. There is a Directed Self-Placement questionnaire you can take to aid in this decision; check the RIC First Year Writing website.
RIC 100 Introduction to RIC	1	Exempt if taking COLL 101, COLL 150, or HONR 150
Gen Ed Distribution course from <b>one</b> of these GE categories: Math (M); History (H); Literature (L); or Natural Sciences (NS).	4	(If Math Milestone is completed, consider Gen Ed-MATH here, if not will need to take MATH 010)
Gen Ed--Second Lang 101 (based on placement, a course higher than 101/102 may be taken). If language requirement already satisfied: Any Gen Ed Distribution course, or course required in the major	3-4	Language placement test with Dept. of Modern Languages (optional). Complete Second Lang 101 (if needed)
COMM 234 Introduction to Advertising (F)	4	
Requirements and GPA		Aim for 16 earned credits (While 12 is fulltime, 16 credits are preferred to stay on track to graduate in 4 years). Math Milestone completed. Minimum 2.0 GPA
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester in Sept.

<b>SEMESTER 2</b>	<b>CR</b>	<b>SEMESTER 2 CHECKPOINTS</b>
FYW 100 or FYS 100	4	Complete FYS and FYW, for FYW, grade C or better
Gen Ed Distribution course from <b>one</b> of these GE categories: Literature (L); Math (M); History (H), or Natural Science (NS)	4	Gen Ed Math completed
COMM 240 Mass Media and Society	4	Satisfies Gen Ed. Social and Behavioral Science (SB)
Gen Ed--Second Lang 102 (if needed), other Gen Ed course, or required course for the major/minor	3-4	Complete Second Language 102* (if needed)
Requirements and GPA		Aim for minimum of 32 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester in Feb.

<b>SEMESTER 3</b>	<b>CR</b>	<b>SEMESTER 3 CHECKPOINTS</b>
Gen Ed Distribution course from <b>one</b> of these GE categories: Literature (L); Math (M); History (H), or Natural Science (NS)	4	Gen Ed Natural Science completed
Gen Ed Distribution if needed, elective, or course in another major/minor	3-4	
COMM 243W Writing for Media (F) (WID)	4	Prereq. is FYW 100
COMM 244 Digital Media Lab	4	Satisfies Gen Ed. Arts (A)
Requirements and GPA		Aim for minimum of 48 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester and discuss possible minor in Sept.

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<b>SEMESTER 4</b>	<b>CR</b>	<b>SEMESTER 4 CHECKPOINTS</b>
Gen Ed Distribution if needed, elective, or course in another major/minor	3-4	
Choose 1 Connections course (Gen Ed-C)	4	Prereqs are 45 completed credits and FYW and FYS.
Gen Ed if needed, or ONE from COMM 241 Introduction to Cinema and Video (Gen Ed A); COMM 242 Message, Media, and Meaning (Sp); COMM 245 Social Media Communication (F); COMM 246 Television Production (Sp); COMM 252 Multimedia Journalism I*; COMM 337 Advertising Strategy and Media Planning*; COMM 339W Creativity for Communication and Media (F)*; COMM 343 Audio Production for Multimedia*; COMM 346 Sports Reporting (Sp)*; COMM 348 Global Communication (F)*; COMM 443 Sports, Culture, and Media (F)*; or COMM 479 Communication Internship*	4	Prereqs. vary—see catalog. Need four from this list. COMM 479 may be taken twice.
COMM 340W Media Ethics (Sp)*	4	Prereq. is COMM 240
Requirements and GPA		Aim for minimum of 64 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester in Feb.

<b>SEMESTER 5</b>	<b>CR</b>	<b>SEMESTER 5 CHECKPOINTS</b>
Choose 1 Advanced Quantitative/Scientific Reasoning (Gen Ed-AQSR)*	4	Prereqs are Gen Ed-NS and/or Gen Ed-M
COMM 345 Digital Video Production (F)*	4	Prereqs are COMM 244 or permission of instructor and department chair
COMM 349 Media and Advertising Research (F)*	4	Prereqs. are COMM 234 or COMM 334
Requirements and GPA		Aim for minimum of 80 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	16	Make appointment with advisor to discuss your schedule for next semester in Sept.

<b>SEMESTER 6</b>	<b>CR</b>	<b>SEMESTER 6 CHECKPOINTS</b>
ONE from COMM 241; COMM 242 (Sp); COMM 245 (F); COMM 246 (Sp); COMM 252*; COMM 337*; COMM 339W(F)*; COMM 343*; COMM 346 (Sp)*; COMM 348 (F)*; COMM 443 (F)*; or COMM 479	4	Prereqs. vary—see catalog
COMM 347 Media Law (Sp)*	4	Prereq. is COMM 240
Requirements and GPA		All ten GE courses and second lang. req. completed. If pursuing minor make sure you have registered for this with the relevant department prior to audit. Aim for minimum of 96 earned credits, with minimum of 2.0 GPA overall and in the major. Apply for degree audit online through MyRIC
# CREDITS EARNED	16	Make appointment with advisor to discuss your schedule for next semester in Feb.

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<b>SEMESTER 7</b>	<b>CR</b>	<b>SEMESTER 7 CHECKPOINTS</b>
COMM 462 Media and Advertising Portfolio or ONE from COMM 241; COMM 242 (Sp); COMM 245 (F); COMM 246 (Sp); COMM 252*; COMM 337*; COMM 339W(F)*; COMM 343*; COMM 346 (Sp)*; COMM 348 (F)*; COMM 443 (F)*; or COMM 479	<b>4</b>	Prereqs for COMM 462 are COMM 345 and COMM 349, or permission of instructor and department chair. Recommend COMM 479 Internship*
ONE from COMM 241; COMM 242 (Sp); COMM 245 (F); COMM 246 (Sp); COMM 252*; COMM 337*; COMM 339W(F)*; COMM 343*; COMM 346 (Sp)*; COMM 348 (F)*; COMM 443 (F)*; or COMM 479, elective, or course toward another minor/major if needed	<b>3-4</b>	Prereqs. vary—see catalog
Elective, or course toward another minor/major if needed	<b>3-4</b>	Need minimum of 12 credit hours for full-time status. May need one more course to stay on track for 120 credits.
Requirements and GPA		Aim for minimum of 108 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	<b>12</b>	Make appointment with advisor to discuss your schedule for next semester in Sept.

<b>SEMESTER 8</b>	<b>CR</b>	<b>SEMESTER 8 CHECKPOINTS</b>
COMM 462 Media and Advertising Portfolio or ONE from COMM 241; COMM 242 (Sp); COMM 245 (F); COMM 246 (Sp); COMM 252*; COMM 337*; COMM 339W(F)*; COMM 343*; COMM 346 (Sp)*; COMM 348 (F)*; COMM 443 (F)*; or COMM 479	<b>4</b>	Prereqs for COMM 462 are COMM 345 and COMM 349, or permission of instructor and department chair. Complete COMM 462. COMM 479 Internship may be repeated for credit
COMM 241; COMM 242 (Sp); COMM 245 (F); COMM 246 (Sp); COMM 252*; COMM 337*; COMM 339W(F)*; COMM 343*; COMM 346 (Sp)*; COMM 348 (F)*; COMM 443 (F)*; or COMM 479, elective, or course toward another minor/major if needed	<b>3-4</b>	FOUR courses from this group completed
Elective, or course toward another minor/major	<b>3-4</b>	Need minimum of 12 credit hours for full-time status.
Requirements and GPA		Need minimum of 120 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	<b>12</b>	Attend Gradfest and Commencement

**For more information, check the Communication Department website:**  
<https://www.ric.edu/departments-directory/departments-communication>

**NOTE: The minimum total credit count for the Communication major (concentration in Media Communication and Advertising) is 52 credits, although 8 of those may be offset against Gen Ed. courses (A, SB), which would leave 32 more credits of Gen Ed. and possibly 9 more depending on secondary language needs and RIC 100. The minimum credit count will be 84 credits (without secondary language or RIC 100), which would leave 36 elective credits, which could be used for a second major or minors.**