

BACHELOR OF ARTS IN COMMUNICATION, BACHELOR'S TO MASTER'S TRACK

Overview

This is a Bachelor's to Master's Track degree program for students in all areas of the B.A. Communication program.

High performing upperclassmen (those with an overall GPA of 3.25 or higher and a minimum of 78 completed credit hours) may select the Bachelor's to Master's Track to earn credit towards a Master's Degree in Professional Communication. Enrollment in this track allows students to simultaneously earn credit towards their undergraduate degree and graduate degree. In order to be part of this program students must contact the Strategic Communication and Media Department Chair and meet the following criteria. (1) Provide a current resume outlining academic and professional experience and (2) provide a letter of interest explaining how the candidate's academic and/or professional experience and goals align with the MA program. Upon graduation with the undergraduate degree, students must be accepted to the Graduate College and meet all admissions requirements. Once accepted, student transcripts will reflect the dual-enrolled courses.

COURSE	TITLE	S.H.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
GE: Mathematics Course	*Any approved GE: Math, MATH 2623/2623C recommended	3
Arts and Humanities (6 s.h.)		
GE: Arts and Humanities		3
GE: Arts and Humanities		3
Natural Sciences (7 s.h.)		
GE: Natural Science		3
GE: Natural Science with Lab		4
Social Science (6 s.h.)		
CMST 2610	Intercultural Communication *required for major	3
MCOM 1595	Media Literacy and Culture *required for major	3
General Education Elective (9 s.h.)		
CMST 1545	Communication Foundations *1545 or 2620 is required for major	3
or CMST 2620	Science Communication	
GE: General Education Elective		3
GE: General Education Elective		3
Major Requirements		
CMST 1500	Exploring Communication	3
CMST 2600	Communication Theory	3
CMST 2655	Communication in Groups	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Quantitative Communication Research	3
CMST 3710	Qualitative Communication Research	3
CMST 3756	Interviewing	3

CMST 3790	Personal Brand Communication	3
CMST 4896	Communication Internship	3
or CMST 4859	Organizational Cultures	
Required Support Courses *MCOM 1595 is a support course and Gen Ed		
JOUR 2602	Media Writing	3
MCOM 3711	Social Media Content Creation	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3

Senior Capstone		
CMST 4899	Senior Project	3
Communication Track Options		18

Upon entering the university students will select either the Social Media Track or the Strategic Organizational Communication Track. The below options reflect the requirements of these tracks. *Students must complete a dual enrollment form prior to the start of the course to receive both graduate and undergraduate credit. See Department Chair to get the form.

Option A: Social Media Track		
CMST 2630	Social Media Literacy	
CMST 3740	Social Media Communication Strategy and Tactics	
CMST 4850	Social Media Campaigns	
CMST 4851	Communication Futures: Emerging Technologies and Trends	
Select 2 additional 5800 level courses below for dual credit		
CMST 5810	Leadership, Diversity, and Belongingness in the Modern Workplace	
CMST 5845	Communication for Instructors and Trainers	
CMST 5852	Conflict Management and Negotiation	
CMST 5860	Persuasion and New Media	

Option B: Strategic Organizational Communication Track		
Students must select 6 courses from the following list, 2 of which must be 5800 level.		
CMST 3746	Presentational Speaking	
CMST 3750	Gender Communication	
CMST 3754	Argumentation and Advocacy	
or CMST 3754CE	Argumentation and Advocacy	
CMST 4855	Interpersonal Communication Relationships	
CMST 5810	Leadership, Diversity, and Belongingness in the Modern Workplace	
CMST 5845	Communication for Instructors and Trainers	
CMST 5852	Conflict Management and Negotiation	
CMST 5860	Persuasion and New Media	

Required Graduate Class		
CMST 6900	Survey of Communication Graduate Studies	3
Free Electives *Hours will vary based on what is needed for 120 SH		22

Student must complete a minimum of 39 SH of Upper-Level Courses (3700-5800)

Total Semester Hours	120-122
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Year 1		
Fall		S.H.
CMST 1500	Exploring Communication	3
CMST 1545	Communication Foundations	3
or CMST 2620	or Science Communication	
CMST 2655	Communication in Groups	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	

YSU 1500 or YSU 1500S or HONR 1500	Success Seminar or Youngstown State University Success Seminar or Intro to Honors	1-2	Free Elective	3
			Free Elective	2
GE: Arts and Humanities			Semester Hours	14
			Total Semester Hours	120-122

Semester Hours 16-18

Spring

CMST 2600	Communication Theory	3
CMST 2656	Interpersonal Communication	3
Comm Option Class		3
MCOM 1595	Media Literacy and Culture	3
ENGL 1551	Writing 2	3
Semester Hours		15

Year 2

Fall

CMST 2610	Intercultural Communication	3
JOUR 2602	Media Writing	3
MCOM 3711	Social Media Content Creation	3
GE: General Education Elective		3
Free Elective		3
Semester Hours		15

Spring

CMST 3790	Personal Brand Communication	3
Comm Option Class		3
GE: Arts and Humanities		3
GE: Math		3
Free Elective		3
Semester Hours		15

Year 3

Fall

CMST 3700	Quantitative Communication Research	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3
Comm Option Class		3
GE: General Education Elective		3
Free Elective		3
Semester Hours		15

Spring

CMST 3710	Qualitative Communication Research	3
CMST 3756	Interviewing	3
Comm Option Class		3
Free Elective		3
Free Elective		3
Semester Hours		15

Year 4

Fall

CMST 4859 or CMST 4896	Organizational Cultures or Communication Internship	3
Comm Option Class		3
GE: Natural Science		3
Free Elective		3
Free Elective		3
Semester Hours		15

Spring

CMST 4899	Senior Project	3
Communication Option Course		3
GE: Natural Science with Lab		3

LEARNING OUTCOMES

Regardless of track, students graduating with a B.A. degree in communication will meet the following learning outcomes:

LO 1: Collect, analyze, and report qualitative and quantitative data, demonstrating information literacy, critical thinking, and problem solving.

LO 2: Effectively employ mediated communication technologies, including their features, functions and applications.

LO 3: Create professional, coherent and organized oral messages, which adapt to various purposes and audiences.

LO 4: Embrace individual and cultural differences, respect diverse perspectives, and create messages that accommodate differences to be prepared for multicultural workplaces.

LO 5: Apply communication theory and concepts for personal communication and professional career readiness