

## COMMUNICATIVE ARTS (CAR)

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The communicative arts major is an interdisciplinary major including courses from both the humanities and social sciences divisions. The major is designed to equip students with the knowledge, ability, and skills needed for positions in professions such as public relations, advertising, sales, marketing, and arts administration. The major places emphasis on both classroom and practical experience.

Students majoring in communicative arts may not also major or minor in Art, Business Administration, or Communication.

### Course of Study

- A. A major in communicative arts consists of at least 58 credits, the equivalent of a major and a minor.
  1. Core Courses: BUS 240, 250, COM 201, 211, 301, CAR 490, 498.
  2. Core Business Communication Track: BUS 182, 301, 352, COM 309, 333, ENG 303.
  3. Core Public Relations Track: ART 121, BUS 303, COM 302, 315, 331, 332.
  4. Business Communication Electives (at least 20 credits): ACC 210, ART 121, 122, 231, 242, BUS 181, 220, 303, 342, 343, 347, 350, COM 250, 260, 302, 307, 311, 315, 331, 340, 360, 380.
  5. Public Relations Electives (at least 20 credits): ART 122, 231, 303, 304, 240, 241, 242, ACC 210, BUS 301, 342, 343, 347, 352, COM 250, 260, 307, 309, 311, 333, 340, 360, 380, ENG 303.
- B. Grade Point Average: To have a major in communicative arts approved for graduation, a student must have a minimum cumulative GPA of 2.50 in courses selected by the student to satisfy the major.

### Course Descriptions

#### **CAR 490 Communicative Arts Internship. 1-6 cr.**

By arrangement with advisor

#### **CAR 495 Communicative Arts Practicum. 1-3 cr.**

A pre-professional clinical field experience in which students practice professional skills in a supervised setting.

#### **CAR 498 Senior Seminar in Communicative Arts. 2 cr.**

An integrative academic experience for communicative arts majors in their final semester of study. Considered a senior capstone course where students synthesize the knowledge gained from study in the disciplines which comprise the communicative arts major. Required of all communicative arts majors.

#### **CAR x91 Topics in Communicative Arts. 1-3 cr.**

Special topics courses in communicative arts. Prereq: declared Communicative Arts majors.

#### **CAR 199-499 Independent Study. 1-3 cr.**

By arrangement with advisor.