



WHAT YOU WILL LEARN

The foundation of the information economy and every connection made is effective communication. The program at CCM continues to grow exponentially, is easily transferable and leads to excellent career opportunities, including:

- Advertising & Marketing (Sales & Campaign Development)
- Public Relations (Promotion, Strategic Communication, Political Communication & Crisis Management)
- Multimedia Journalism (Multimedia Writing, Reporting, & Editing)
- Social Media Management (Network Development & Viral Marketing)
- Film (Film History, Screenwriting, & Production)

A major in communication begins with a strong foundation of basic skills that are then applied to advanced studies in communication and media theory. Skills and theory combine to provide students with competency in public relations, advertising, social media management, film, multimedia journalism, and related careers.

WHY STUDY COMMUNICATION AT CCM?

All program-specific courses in the Department of Communication are taught by full-time faculty with outstanding credentials and noteworthy professional achievements. Our professors regularly present their work at academic conferences, publish in peer-reviewed journals and edit books and other scholarly sources. They bring a wealth of experience in the work force to the program.

In addition, newly renovated student facilities and workspaces provide students with professional experience right in the classroom. Students work in a state-of-the-art, multi-purpose journalism classroom with access to the full Adobe suite. All Communication students have the opportunity to work in the Alex DeCroce Media Center. The facility features high-definition technology, a digital media editing classroom, a scenery work room, two

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Curriculum Checksheet: www.ccm.edu/checksheets

Revised 04/21

CAREERS

- Public Relations
- Advertising
- New Media Production
- Social Media Management
- Media Research
- Public Communication
- Broadcasting
- Film
- Journalism

CONTACT INFORMATION

Communication Department

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studio control rooms, a “green room” for guests, and separate teaching and professional studio spaces, each equipped with green screen cycloramas to create a variety of background images for video.

Finally, internships are readily available for second-year students with a competitive grade point average.



WHERE YOU CAN GO!

The program prepares students for transfer to four-year state colleges and universities in New Jersey, as well as to other public and private universities. Multiple agreements of articulation exist between the Department of Communication and other local institutions, including:

- West Virginia University
- Rider University
- Fairleigh Dickinson University
- Centenary College
- Rutgers Newark
- The College of Saint Elizabeth
- William Paterson University

TRACKS (SPECIALIZED COURSES OF STUDY)

Public Relations Track:

The public relations track prepares students for strategic, crisis, and organizational communication in the workforce. Through this course of study, students will gain a better understanding of media relations through analyzing case studies and research that will equip them for transfer or internship positions in the public relations profession.

1. Restricted Elective #1: COM 102: Advertising & Society
2. Restricted Elective #2: COM 103: Introduction to Public Relations

Note: You must see a faculty advisor to plan your sequence of courses. For the most up-to-date listing of courses, see the Curriculum Checklist for this program on the CCM website at www.ccm.edu/checksheets.

CURRICULUM

General Education Foundation (45 CR)

COMMUNICATION (9 CR)

English Composition I	ENG 111	3
English Composition II	ENG 112	3
Speech Fundamentals	COM 109	3

MATH/SCIENCE/TECHNOLOGY (12 CR)

Probability and Statistics+ OR	MAT 130	4
Mathematics for the Liberal Arts+	MAT 120	4
Laboratory Science Elective		4
Computer Technology and Applications CMP 126		4

SOCIAL SCIENCE (6 CR)

General Psychology	PSY 113	3
Social Science Elective		
Choose from General Education course list (Social Science)		3

HUMANITIES (9 CR)

Literature/Language Sequence		3
Literature/Language Sequence		3
Humanities Elective		
Choose from General Education course list (Humanities)		3

HISTORY (6 CR)

3
3

DIVERSITY (3 CR)

Intercultural Communication	ISA 110	3
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COMMUNICATION CORE COURSES (15 CR)

Introduction to Communication	COM 101	3
Introduction to Mass Media	COM 115	3
Introduction to Journalism	COM 111	3
Restricted Communication Electives		6

TOTAL

60

Film Track:

Through careful study of cinematic storytelling, the film track is designed to provide students not only with the skills to write a screenplay, but also with the mastery of adaptation, story structure, character development, and dialog necessary to write their own feature film.

1. Restricted Elective #1: COM 234: Introduction to Film
2. Restricted Elective #2: COM 213: Screenwriting