

| SEMESTER 1 (Fall) | CREDITS | SEMESTER 2 (Spring) | CREDITS |
|--------------------------------------|---------|--|---------|
| ID120 First Year Experience | 4 | CA230 Basic Photography | 2 |
| CA131 Mass Media in a Global Society | 1 | CA233 Comm. Theory & Concept | 4 |
| EN101 or EN103H | 4 | MATH 106 or Higher | 4 |
| AR130 Design | 4 | Elective Course (e.g. Natural Sci. gen. ed.) | 4 |
| TOTAL CREDITS: | 13 | TOTAL CREDITS: | 14 |

| SEMESTER 3 (Fall) | CREDITS | SEMESTER 4 (Spring) | CREDITS |
|--|---------|--|---------|
| CA234 Public Speaking | 2 | EN133 Writing III | 4 |
| CA332 Foundations of Digital Design | 4 | Elective Course (e.g. Humanities gen. ed.) | 4 |
| Elective Course (e.g. Social Science gen. ed.) | 4 | Elective Course (e.g. Social Science gen. ed.) | 4 |
| Global Awareness “G” Course | 4 | | |
| TOTAL CREDITS: | 14 | TOTAL CREDITS: | 12 |

| SEMESTER 5 (Fall) | CREDITS | SEMESTER 6 (Spring) | CREDITS |
|-----------------------------------|---------|--|---------|
| GL320 Wilmington Global Signature | 4 | CA330 Copywriting/Editing | 4 |
| CA364 Social Media Management | 4 | CA470 Internship | 2 |
| Communication Arts Elective | 4 | Elective Course (e.g. Natural Sci. gen. ed.) | 4 |
| | | Global Awareness “G” Course | 4 |
| TOTAL CREDITS: | 12 | TOTAL CREDITS: | 14 |

| SEMESTER 7 (Fall) | CREDITS | SEMESTER 8 (Spring) | CREDITS |
|--|---------|-----------------------------------|---------|
| CA343 Public & Media Relations | 4 | CA495 Senior Studio | 2 |
| CA365 Advanced Digital Journalism | 2 | Remaining Electives/Minor Courses | - |
| Elective Course (e.g. Humanities gen. ed.) | 4 | | |
| TOTAL CREDITS: | 10 | TOTAL CREDITS: | 2+ |

This concentration is designed for Communication Arts majors pursuing careers in public relations, journalism, advertising, corporate communication, marketing and promotion, fundraising, and service in non-profit organizations. Course offerings stress an integrated approach to communication, building knowledge and skills in writing, reporting, editing, interviewing, multimedia, visual, and oral communication. Students in this concentration are encouraged to minor in complementary areas of study such as English, Business Administration, Psychology, History, Agriculture, etc.