

Bachelor of Arts in Communication Studies: Communication and Entrepreneurship Track

This track focuses on the intersection between the field of communication and entrepreneurship. Classes will reflect the communicative and functional aspect of entrepreneurship by focusing on and critiquing organizational development. Developed from principles of digital convergence and innovation, this track reflects the need for a host of skills that will function in the digital workplace and will allow students to consider means of developing a more nuanced understanding of capitalism and its impacts.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Communication Studies by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours (s.h.) of credit with a cumulative grade point average of 2.0 overall and in the major. Students must meet:

1. University requirements
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive courses in the major at Temple University.
2. Lew Klein College of Media and Communication requirements, including KLN 1001.
3. Minimum of 42 s.h. in Communication Studies.
4. Each course that fulfills a requirement for the major must be passed with a C- or better.
5. Maximum of 27 s.h. in any one Klein department may be counted toward the degree.
6. A maximum of 4 s.h. of Internship credit may be counted toward the degree.
7. A maximum of 8 s.h. combined of Independent Study and/or Special Projects may be counted toward the degree.
8. No more than 8 s.h. in Kinesiology and Dance activities courses.
9. Students may participate in study away programs.
10. Transfer students are required to complete a minimum of 24 s.h. of major courses at Temple.
11. Communication Studies majors may minor in established Klein minors. The Communication Studies student who declares a minor must complete the entire program requirements for both the major and the minor. Courses listed for both the Communication Studies major and Klein minor will only apply towards one of the curriculums. If the class is part of an array of courses, students will be required to take a different course to satisfy the major requirement.

Communication Studies: Communication and Entrepreneurship Track Requirements

1. All Communication Studies majors must take the following two foundation courses:

Code	Title	Credit Hours
CMST 1111	Communication and Public Life	3
MSP 1021	Media and Society	3
Total Credit Hours		6

2. All majors will take five additional core courses. Students will select one course each from the categories below (15 credits). Students should plan to meet the prerequisites for courses in their selected track (see below) by taking appropriate core courses.

Code	Title	Credit Hours
Core Courses		
CMST 2111	Communications Seminar ¹	3
Communication Theory		
Select one of the following:		3
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
JRN 1111	Journalism and Society	
MSP 1011	Introduction to Media Theory	
Research Methods		
Select one of the following:		3
ADV 2141	Introduction to Brand Strategy and Research ²	
JRN 2101	Journalism Research ¹	

MSP 2141	Media Research ¹	
Analysis		
Select one of the following:		3
ADV 2151	Introduction to Art Direction: Visual Communication ²	
MSP 2421	Media Popular Culture ¹	
CSI 1111	Introduction to Public Speaking	
or CSI 1911	Honors Introduction to Public Speaking	
Cross-Cultural Perspectives		
Select one of the following:		3
CSI 3701	Intercultural Communication	
CSI 3702	Communication, Culture and Identity	
Total Credit Hours		15

¹ Course has prerequisites.

² Courses in various categories can only be counted once.

3. In consultation with a faculty advisor, a student must take seven courses (minimum 21 credits) from the list below.
- Within the track, a student must take at least one course from at least three different departments.
 - At least four courses in the track must be taken at the 3000 or 4000 level. At least one of these four must be taken at the 4000 level.
 - Students must have met the prerequisites for courses in their track by taking the appropriate core courses (see above).
 - All students must take a minimum of two writing-intensive courses in the major. Writing-intensive courses end in the numbers 96, 97 and 98 and are noted (WI) in the list below.

Code	Title	Credit Hours
Communication and Entrepreneurship Track Options		21
ADV 2111	Introduction to Marketing	3
ADV 2141	Introduction to Brand Strategy and Research ¹	3
ADV 2151	Introduction to Art Direction: Visual Communication ¹	3
ADV 3101	Creative Thinking for Advertising	3
JRN 3401	Photography	4
JRN 3403	Documentary Photography	3
JRN 3505	Experimental Journalism	3
JRN 3704	Ethical Issues in Journalism	3
JRN 3708	Newsroom Management	3
JRN 3709	The Entrepreneurial Journalist	3
MSP 3421	Technology and Culture	3
MSP 3663	Marketing Music and Media	3
MSP 4153	Media Criticism	3
MSP 4226	Public Media	3
MSP 4252	Law and Ethics of Digital Media	3
MSP 4324	The Video Game Industry and Game Culture	3
MSP 4446	Psychological Processing of Media	3
MSP 4454	Public Information Media Campaigns	3
MSP 4496	Global Media (WI)	3
MSP 4497	Media and Children (WI)	3
MSP 4541	Mobile Media	3
MSP 4614	Creating a Media Business	3
MSP 4657	Current Issues in Media Management	3
MSP 4696	Communication in Media Organizations (WI)	3

¹ Courses in various categories can only be counted once.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Communication Studies: Communication and Entrepreneurship Track Requirements for New Students starting in the 2020-2021 Academic Year

Year 1		Credit Hours
Fall		
CMST 1111	Communication and Public Life	3
Select one of the following (Communication Theory):		3
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
JRN 1111	Journalism and Society	
MSP 1011	Introduction to Media Theory	
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
KLN 1001	Klein First-Year Seminar	1
Term Credit Hours		15
Spring		
MSP 1021	Media and Society	3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Elective		3
Term Credit Hours		15
Year 2		
Fall		
CMST 2111	Communications Seminar	3
Select one of the following (Analysis):		3
ADV 2151	Introduction to Art Direction: Visual Communication	
MSP 2421	Media Popular Culture	
CSI 1111 or 1911	Introduction to Public Speaking	
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3-4
GenEd Breadth Course		3
Term Credit Hours		15
Spring		
Select one of the following (Research Methods):		3
ADV 2141	Introduction to Brand Strategy and Research	
JRN 2101	Journalism Research	
MSP 2141	Media Research	
Select one of the following (Cross-Cultural Perspectives):		3
CSI 3701	Intercultural Communication	
CSI 3702	Communication, Culture and Identity	
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Year 3		
Fall		
One CE Track Course - any level		3
One Writing-Intensive CE Track Course - any level		3

Electives		10
	Term Credit Hours	16
Spring		
One 3000-4999 CE Track Course		3
One 3000-4999 CE Track Course		3
Electives		10
	Term Credit Hours	16
Year 4		
Fall		
One 3000-4999 Writing-Intensive CE Track Course		3
One CE Track Course - any level		3
Electives		10
	Term Credit Hours	16
Spring		
One 4000-4999 CE Course		3
Electives		13
	Term Credit Hours	16
	Total Credit Hours:	124