COMMUNICATION-BA
NEW MEDIA and COMMUNICATION TECHNOLOGY (COT)

2020-2021 Academic Year ***Revised: 5/2020***

This program leads to a Bachelor of Arts degree.
Requirements for students admitted to the major SU12 and later.
***Eleven (11) COMM courses** totaling **at least 34 credits** are required.*
A grade of C– or better is required in all courses in the major.
Maintaining a 2.0 GPA in the major is required after admission to the program.

Program Area Description

New Media and Communication Technology explores the way technology is transforming the field of communication. This interdisciplinary major integrates course work from communication, computer science, design, psychology, and business to help you understand interactive technology, evaluate the user experience, and communicate with users from varying levels of technical proficiency. Students in this major choose one of two tracks to pursue: Human-Computer Interaction or Communication Technology Management.

The Human-Computer Interaction track focuses on how people use technology and the social implications of new technologies. The Communication Technology Management track teaches you how to help others use technology effectively in the workplace.

Required Pre-Major courses: 6 credit hours (these courses do not count in the major). All students must complete two pre-major courses. **A grade of C- or better is required in both courses** for a Major & Specialization Application to be considered. Admission is competitive and an online application is required. Please see comm.osu.edu for application deadlines.

		Credits	Grade	Term
COMM 1100	Communication in Society	3		
COMM 1101	History of Communication	3		

1. Core Requirements (12 credit hours) All four required.

		Credits	Grade	Term
COMM 2367(H)	Persuasive Communication	3		
COMM 2540	Intro to Communication Technology	3		
COMM 3545	Human-Computer Interaction	3		
COMM 3554	Social Implications of Technology	3		

2. Research Method Requirement (4 credit hours). One course required.

		Credits	Grade	Term
COMM 3160^(H)	Communication Research Methods	4		
COMM 3165^	Evaluation & Usability Testing	4		

^Prereq: Stats 1350, 1450 or equiv

3. Focus Area Electives (6 credit hours). Choose at least 2 courses from the following:

		Credits	Grade	Term
COMM 3513	Video Games and the Individual	3		
COMM 3558/4554	Social Media	3		
COMM 4557	Communication Network Infrastructure	3		
COMM 4558	Social Media Analytics	3		
COMM 4665	Human Communication in Social Networks	3		
COMM 4738	Health Communication and New Media	3		

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4. Visual Design Requirement (3 credit hours). Choose one course from the following:

		Credits	Grade	Term
COMM 2511	Visual Communication Design	3		
DESIGN 2700	Introduction to Design Practice	3		
DESIGN 3105	Exploring Design Thinking	3		
DESIGN 3305	Visualization as Thinking	3		
DESIGN 3505	Presentation as Thinking	3		
DESIGN 4405	Design Media for Non-Majors	3		
DESIGN 5405	Web Communications	3		
DESIGN 5505	Information Design	3		

5. Choose from *one* of the following tracks for Special Topic Electives (9 credit hours required):
Up to 3 credit hours each of Internship (COMM 4191) or
Undergraduate Research Experience (COMM 4998) can be used on either track.

Human-Computer Interaction (HCI)
Integration and Application Electives (9 credit hours).
(6 credits must be from COMM)
Choose 3 courses from the following:

		Credits	Grade	Term
COMM 4191	Internship	1-3		
COMM 4998	Undergraduate Research	1-3		
COMM 4511	User-Centered Web Design	3		
COMM 4555	Computer Interface and Human Identity	3		
COMM 4557	Comm Network Infrastruc	3		
COMM 4665	Human Comm in Social Ntw	3		
CS&E 2123	Data Structures Using Java	3		
PSYCH 3310	Sensation and Perception	3		
PSYCH 3312	Memory and Cognition	3		
PSYCH 5620	Technology, Efficiency and Happiness	3		

TOTAL HOURS (minimum 34 credit hours) _____

(Add credits from sections 1, 2, 3, 4 and 5)

Communication Technology Management (CTM)
Integration and Application Electives (9 credit hours).
(6 credits must be from COMM)
Choose 3 courses from the following:

		Credits	Grade	Term
COMM 4191	Internship	1-3		
COMM 4998	Undergraduate Research	1-3		
COMM 3330(H)	Comm & Conflict Mgmt	3		
COMM 3331	Comm in Decision Mkg	3		
COMM 4556	Info Tech & Org Comm	3		
COMM 4557	Comm Network Infrastru	3		
COMM 4665	Human Comm in Social Networks	3		
BUS MHR 3100	Foundation Mgmt & HR	3		
BUS M&L 3150	Marketing Mgmt	3		
CS&E 2123	Data Structures Using Java	3		

TOTAL HOURS (minimum 34 credit hours) _____

(Add credits from sections 1, 2, 3, 4 and 5)

(H) = Honors course offered
Internship-To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to complete an internship for at least one semester.
Minor– Students are encouraged to complete a minor. Depending on individual interests, students may wish to consider a minor in one of the following areas: Design Thinking, Cognitive Science, Computer and Information Science, Business.

Contact Information: School of Communication Advising Office, 3033 Derby Hall, 154 N. Oval Mall, Columbus, OH 43210
614-292-8444 comm.osu.edu

THE OHIO STATE UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

SCHOOL OF COMMUNICATION