

Bachelor of Arts

Communication with
a Major in Strategic
Communication and
Journalism (BA)

Starting with freshman admitted students in Fall 2025, the Department of Communication & Theatre Arts is introducing a combined Strategic Communication and Journalism major. The new major will feature two specializations: **Strategic Communication** and **Journalism & Public Information**. While not official designations, these specializations help students tailor their academic experience to align with internships and future career paths.

Students who declared a Strategic Communication major prior to Fall 2025 will complete their degree from the previous catalog but will be permitted to take any classes introduced as part of the Strategic Communication and Journalism major as part of their major requirements. For questions about the Strategic Communication and Journalism program and either specialization, please contact program director Brendan O’Hallarn at bohallarn@odu.edu.

Requirements

Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written)	6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral)	3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math)	3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language)	0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information)	3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior)	3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity)	3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret)	3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature)	3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy)	3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature)	8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact)	3

COMM 101R is required to fulfill the Oral Communication requirement.

STAT 130M is required to fulfill the Mathematics requirement (BS only).

COMM 270A/THEA 270A may not be used to satisfy the Human Creativity requirement.

COMM 200S may not be used to satisfy the Human Behavior requirement.

The Information Literacy and Research requirement may be met in the major with COMM 272G.

The Impact of Technology requirement may be met in the major with COMM 280T.

For the Language and Culture requirement, BA students must have competence through the 202 level (competence is not met by completion of the associate degree); BS students must have competence at the 102 level.

Upper-Division General Education

- Option A. Approved Minor, 12-24 hours; also second degree or second major
- Option B. Interdisciplinary Minor, 12 hours specified by the department, 3 of which may be in the major area of study
- Option C. An approved certification program such as teaching licensure
- Option D. Six Hours of Upper-Division Courses from outside the College of Arts and Letters or from the Arts and Humanities Component within the College of Arts and Letters that are not required by the major (6 hours).

Requirements for Graduation

- Requirements for graduation include the following:
- Minimum of 120 credit hours.
 - Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
 - Minimum overall cumulative grade point average of C (2.00) in all courses taken.
 - Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
 - Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
 - Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
 - Completion of Senior Assessment.

Communication Core

BA Core Courses		
COMM 200S	Introduction to Human Communication	3
COMM 260	Understanding Media	3
COMM 301	Critical Methodologies	3
COMM writing intensive (W) course (see the major areas for appropriate selection)		3
BA Additional Core Course		
COMM 335W	Rhetorical Criticism	3
or COMM 445	Communication Analysis and Criticism	
Total Credit Hours		15

Strategic Communication and Journalism
Major

Brendan O’Hallarn, Ph.D., Program Director

General Education		
Complete lower-division requirements		38-44
Complete upper-division requirements		6
Complete foreign language coursework through the 202 level		0-6
Communication Core		
Complete communication core requirements		15
Foundations		
COMM 308W	Effective Media Writing	3
Complete the prescribed Foundations courses from one of the following specialization areas:		6
<i>Strategic Communication:</i>		
COMM 303	Introduction to Strategic Communications	
COMM 478	Media Marketing and Promotion	

Journalism & Public Information:

COMM 363	Introduction to Journalism	
ENGL 486	Media Law and Ethics	
	or COMM 447W Electronic Media Law and Policy	
Complete a Senior Experience course:		3
COMM 368	Internship	
	or COMM 433 Capstone	
	or COMM 490 ROAR Communications Agency	
Complete two courses from one of the following specialization areas:		6
Strategic Communication (select two):		
COMM 309	Media Relations	
COMM 310	Strategic Communications Campaigns (Strategic Communication)	
COMM 437	Podcasting	
COMM 438	The Advertising Industry	
COMM 457	Market Research	
COMM 460	Social Marketing	
COMM 462	Sport Communication	
COMM 484	Strategic Media Design and Production	
MKTG 402	Consumer Behavior	
Journalism & Public Information (select two):		
COMM 309	Media Relations	
COMM 387	TV News Production	
COMM 403	Public Information and Crisis Communications	
COMM 404	Emergency Management Communication	
COMM 435	Arts Journalism	
COMM 436	Multimedia Journalism	
COMM 437	Podcasting	
COMM 462	Sport Communication	
ENGL 385	The Press and Making of American Democracy	
Applied Theories *		
Select three of the following:		9
COMM 311	Strategic Communications Tactics	
COMM 323	Leadership and Events Management	
COMM 333	Persuasion	
COMM 454	Strategic Communications Case Studies	
COMM 455	Critical Analysis of Journalism	
COMM 456	Organizations and Social Influence	
COMM 472	New Media Topics: Theories and Practices	
COMM 491	Communication and Activism	
COMM 494	Entrepreneurship and Public Relations	
COMM 495	Topics in Communication	
ENGL 383	Digital Journalism	
COMM Elective		
Complete COMM Elective		3
Total Credit Hours		89-101

* With advisor approval, students may take discipline-specific classes for the other specialization to satisfy Applied Theories requirements.

Electives

Elective credit may be needed to meet the minimum requirement of 120 credit hours.

Additional Requirements and Information

ALL students majoring in programs in Communication, Dance, and Theatre are required to complete a **Senior Experience** as part of their degree. Senior Experiences are designed as stepping stones for students to apply knowledge and skills accrued throughout their coursework toward preparing for future careers. Senior Experience course options will vary by major but include options for an internship, a study abroad/away experience, a service-learning course, a senior capstone, or more specialized experiences within students' chosen majors. Please see descriptions included under each major for more options. Students become eligible for Senior Experience options once they reach 90 credits or with permission of the Senior Experience Coordinator. Students will be directed by their advisor to opportunities that are suited for their area of study and as other opportunities become available. For more information please reach out to the Senior Experience Coordinator, Alison Lietzenmayer.

Cinema & TV Production students need to complete COMM 271 Introduction to Filmmaking prior to enrollment in any Foundations course, and should not enroll in COMM 269.

Departmental Requirements

Majors must maintain a 2.0 GPA or better in the major in order to graduate.

Additional Communication Major Courses

Students pursuing either the BA or the BS degree are required to take 10 Communication classes beyond the core course requirements listed above (these courses include the Senior Experience requirement listed above). Nine of those 10 courses (27 credit hours) must be in the student's selected major (see major details below). One course (3 credit hours) may be 100-200 level and/or from any major area.

The Senior Experience requirement in the Communication program (which includes the Cinema & TV Production major, Communication Studies major, Media Studies major, Professional Communication major, and Strategic Communication and Journalism major) can be achieved by completing opportunities such as the following:

Internship		
COMM 368	Internship	3,6
Study Abroad		
COMM 300	International Sojourning	3
COMM 440	Documentary Filmmaking Study Abroad	3
Other study abroad/study away offerings offered within the Department		
Service Learning		
Approved Service Learning Courses (varies by semester)		
Capstone		
COMM 433	Capstone	3
Research Practicum		
COMM 369	Research Practicum	3
	or COMM 469 Communication Education Practicum	
ROAR		
COMM 490	ROAR Communications Agency (available only for Strategic Communication and Journalism majors)	3
COMM Cinema & TV Production Majors may also choose from:		
COMM 439	WHRO Production	
COMM 482	Screenwriting II	
COMM 483	Advanced Cinema Projects	
COMM 486	Advanced Filmmaking	
COMM 493	Feature Film Production	

Communication Electives

Select one COMM elective (3 credit hours), which may be any COMM class that is not in the student's major in addition to the following.

COMM 103R	Voice and Diction	3
COMM 112R	Introduction to Interpersonal Communication	3
COMM 195	Topics in Communication	1-3
COMM 225	Introduction to Production Technology	3
COMM 269	Visual Storytelling	3
COMM 270A	Film Appreciation	3
COMM 271	Introduction to Filmmaking	3
COMM 272G	Digital Literacy	3
COMM 280T	Entertainment Technologies	3
COMM 295	Topics in Communication	1-3
COMM 304	Advanced Public Speaking	3
COMM 307	Understanding European Film	3
COMM 321	Production Management for Television and Stage	3
COMM 325	Sound Design for Stage and Camera	3
COMM 341	Lighting Design for Stage and Film	3
COMM 349	Costume Design for Stage and Camera	3
COMM 354	Drafting and Rendering for Stage and Screen	3
COMM 356	3D Animation 1	3
COMM 357	3D Animation 2	3
COMM 359	Costume Crafts	3
COMM 367	Cooperative Education	1-3
COMM 369	Research Practicum	3
COMM 382	Reporting News for Television and Digital Media	3
COMM 453	Voice Over	3
COMM 469	Communication Education Practicum	3

Writing Intensive Requirement

Communication majors must complete at least one writing intensive course in the major from the following courses:

COMM 308W	Effective Media Writing	3
COMM 315W	Sex, Gender, and Communication	3
COMM 335W	Rhetorical Criticism	3
COMM 400W	Intercultural Communication	3
COMM 412W	Interpersonal Communication Theory and Research	3
COMM 447W	Electronic Media Law and Policy	3
COMM 471W	International Film History	3
COMM 479W	American Film History	3

Internships and Practicum courses

Students may apply three credit hours of COMM 368 Internship toward their major credit hours. Three additional credit hours may count as elective credits toward the overall total credit hour count for the degree. In addition, students may apply only six credits total from the following classes toward the major:

COMM 368	Internship	3-6
COMM 369	Research Practicum	3
COMM 469	Communication Education Practicum	3

Special Topics in Communication Courses and Communication Tutorials

Special Topics in Communication courses and Communication Tutorials courses may be included in a given major when and where appropriate and as approved by the student's communication advisor:

COMM 395	Topics in Communication	1-3
COMM 396	Topics in Communication	1-3
COMM 495	Topics in Communication	1-3
COMM 496	Topics in Communication	1-3

COMM 497	Tutorial Work in Special Topics in Communication	1-3
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Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
Freshman		
Fall		
ENGL 110C	English Composition (Grade of C or better required)	3
Mathematical Skills		3
Human Creativity (May not use COMM 270A / THEA 270A)		3
Elective or Language and Culture I (May be waived; See requirement details)		3
COMM 101R	Public Speaking	3
Credit Hours		15

Spring		
Human Behavior (May not use COMM 200S)		3
Interpreting the Past		3
Information Literacy and Research (Can be met by COMM 272G)		3
Elective or Language and Culture II (May be waived; See requirement details)		3
COMM 260	Understanding Media	3
Credit Hours		15

Sophomore		
Fall		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (Grade of C or better required) or Writing, Rhetoric, and Research: Special Topics	3
Nature of Science I		4
Language and Culture III		3
Philosophy and Ethics		3
COMM 200S	Introduction to Human Communication	3
Credit Hours		16

Spring		
COMM 308W	Effective Media Writing	3
Literature		3
Nature of Science II		4
Language and Culture IV		3
Impact of Technology (Can be met with COMM 280T)		3
Credit Hours		16

Junior		
Fall		
COMM 368 or COMM 433 or COMM 490	Internship or Capstone or ROAR Communications Agency	3
COMM 301	Critical Methodologies	3

COMM 335W or COMM 445	Rhetorical Criticism or Communication Analysis and Criticism	3
Applied Theories course		3
Upper-Division General Education or Minor course		3
Minor or Elective course		3
Credit Hours		18
Spring		
Foundation course		3
Foundation course		3
Applied Theories course		3
COMM Elective		3
Upper-Division General Education or Minor course		3
Credit Hours		15
Senior		
Fall		
Major course		3
Applied Theories course		3
COMM Writing Intensive course		3
Senior Experience course (ROAR/Internship/Capstone) ¹		3
Credit Hours		12
Spring		
Major course		3
Minor or Elective course		3
Elective course		3
Elective course		3
Elective course		1
Credit Hours		13
Total Credit Hours		120

¹ Please consult list of Senior Experience options relevant to each major.

Linked BA/BS in Communication and MA in Lifespan and Digital Communication

The linked bachelor's/master's degree in communication/lifespan and digital communication is administered by the Communication and Theatre Arts Department. The purpose of this option is to allow exceptional majors in communication to count up to 12 hours of 500-level graduate coursework towards both the BA or BS in communication and, if accepted, the MA in lifespan and digital communication. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credits for the undergraduate degree and 30 discrete credits for the graduate degree). For more information, please contact Dr. Gary Beck.

Linked BA/BS in Communication and MA in Humanities

Please refer to the Humanities section of this Catalog for information on the linked program leading to a BA or BS in communication and an MA in humanities.

BA or BS to MBA (Master of Business Administration) Linked Program

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program

prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>) to develop an individualized plan of study based on the required coursework.

BA or BS to MPA (Master of Public Administration) Linked Program

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (<http://catalog.odu.edu/graduate/business/public-service/>). For additional information, please contact the School of Public Service in the Strome College of Business.