

UNDERGRADUATE STUDIES

SOCIAL COMMUNICATION (HONOURS
BACHELOR OF ARTS) (BACHELOR'S)

This is the face of change



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PROGRAM REQUIREMENTS

Foundational Courses (24 credits)

Compulsory Courses: 21 credits

- » HTP1101 Trends in Western Thought
- » HTP1102 Artistic and Literary Imagination: Expressions of the Human Experience
- » HTP1103 People, Politics and the Planet
- » HTP1104 Faith, Justice and the Common Good
- » ISC2309 English Composition
- » ISC2314 Public Speaking
- » PHI2181 Human Knowledge

Optional Courses: 3 credits from

- » MIS2103 World Religions
- » THO1306 Exploring the Sacred
- » THO1307 Understanding the Bible

Discipline Specific Courses (60 credits)

Compulsory Course: 36 credits

- » ISC1308 Introduction to New Media
- » ISC1310 Communication Research and Methodology
- » ISC2301 Communication and Organizations
- » ISC2306 Media and Ethics
- » ISC2307 Introduction to Communication
- » ISC2326 Print Media 1: Writing Principles
- » ISC2328 Communication Plan
- » ISC3300 Theories of Mediated Communication
- » ISC3327 Theories of Social Communication
- » ISC3339 Introduction to Public Relations
- » ISC4300 Argumentation and Persuasive Communication
- » ISC4306 Stakes Analysis

Optional Courses: 24 credits

Nine credits from (2000 level):

- » ISC2313 Electronic Journalism
- » ISC2315 Sound and Radio Production
- » ISC2317 Video 1: The Basics
- » ISC2329 Interpersonal Communication
- » ISC2331 Conceptions of Society
- » ISC2337 Special Topics in Social Communication 1
- » ISC2342 Strategic Communication Tools

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Six credits from (3000 level):

- » ISC3301 Social Marketing
- » ISC3302 Media and Great Social Debates
- » ISC3305 Psycho Sociology of Mass Communications
- » ISC3318 Content Analysis
- » ISC3331 Knowing the Media

Three credits from (3000 level):

- » ISC3303 Professional Ethics in Communication
- » ISC3309 Creating Media Programming
- » ISC3312 Photography: Semiology of Image
- » ISC3313 Video 3: Advanced Production
- » ISC3319 Special Topics in Social Communications 2
- » ISC3320 Internship 1
- » ISC3350 Contemporary Journalism Practices
- » ISC3354 Video 2: Documentary

Six credits from (4000 level)

- » ISC4302 Social Communications and Social Media
- » ISC4304 Media and Religious Traditions
- » ISC4305 Communications for Sustainable Development
- » ISC4314 Communication and Anthropology
- » ISC4320 Internship 2
- » ISC4330 Research or Directed Study

Elective Courses (36 credits)

Students choose 36 credits or complete a minor (30 credits) and 6 credits.
6 credits must be of 3000 or 4000 level.