

Communication Studies A.A. Transfer Pathway

Central Lakes Community College

This document is designed for Central Lakes students completing the Communications Studies Transfer Pathway A.A. with the intent to transfer to Saint Mary's University of Minnesota and complete the Public Relations and Digital Media B.A. degree. Students who do not intend to complete the 60-credit degree should contact Dean Beckman dbeckman@smumn.edu to plan course selections for the major.

Below is the list of approved course work from the pathway that meets general education requirements or Public Relations and Digital Media major requirements. All courses must be completed with a C- or better to transfer.

Central Lakes course – major and goal areas	Credits	Saint Mary's course
COMM 1420/1422 Interpersonal Communication/Honors Interpersonal Comm.	3	General Elective
COMM1430 Public Speaking	3	COM204 Public Speaking
COMM 2420/2422 Intercultural Communication/Honors Intercultural Comm.	3	COM250 Intercultural Communication
COMM2424 Small Group Communication	3	General Elective
Recommended COMM Electives: COMM1410 Introduction to Communication COMM1450 Introduction to Mass Communication*	6	General Elective COM111 Introduction to Mass Communication
*Recommended for University	18	

Goal areas for MnTC		General education
Completion of MnTC requirements	40	Meets General Education requirements
Additional electives	2	General electives apply towards minimum 120 credits for bachelor's degree
Total credits transferred for A.A degree	60	

Remaining major courses for Public Relations and Digital Media B.A. degree	Credits
AR 203 Graphic Design I	3
AR 288 Web Design I	3
COM 150 Social and New Media Communication	3
COM 201 Beginning Newswriting	3
COM 230 Principles of Public Relations	3
COM 314 Public Relations Writing	3
COM 350 Multimedia Production	3
COM 360 Ethical Communication and Leadership	3
COM 443 Campaigns and Cases in Public Relations	3
COM 490 Senior Portfolio Development	1
MK 217 Principles of Marketing	3
Choose two elective courses:	
AR 315 Graphic Design II	3
AR 410 Web Design II	3
COM 356 Digital and Social Media Analytics	3
MK 372 Advertising and Promotions	3
COM 496/497 Internship: Communication	3-17
Total for major	37-48

Remaining graduation requirements for B.A. degree	Credits
300-level Theology	6
General Education Capstone	
Elective credits to reach minimum 120	3-17
Total credits completed at college	60
Total credits for B.A. degree	120

Advising notes and application link:

Requirements based on 2023/24 catalog, updated 06/01/2023

Public Relations and Digital Media major description:

<https://www.smumn.edu/public-relations-and-digital-media-major/>

Admission Office contact: Molly Bigelow, mbigelow@smumn.edu