



Liberal Studies

Bachelor of Arts

Communication Concentration

The Liberal Studies program is ideal for students who wish to explore topics that are not explored by traditional majors. The student may design a multidisciplinary major around an area or choose from one of three pre-approved areas: Communication, American Studies and International Studies.

Career Options:

- Social Services Human Relations Officer
- Public Relations Personnel
- Urban Planner/City Manager
- Non-profit Organizational Director
- Copywriter
- Medical Communications Trainer
- Advertising Account Executive

Major Requirements - Communications Area:

Lower level courses:

Choose 12 semester hours from...

Web Authoring and Publishing
Fundamentals of Communication
Journalism
Editorial Techniques
Oral Communication Methods
or Principles of Marketing

Upper level courses:

Choose 18 semester hours from:

Advanced Writing
Business Communication
Advanced Journalism
Integrated Marketing Communications
Psychology of Mass Communication
Special Topics

Required seminar

LIB 499 Liberal Studies Capstone

Department Contact:

Chad C. Ross, Ph.D.

Associate Professor of History
Liberal Studies Program Coordinator
cross@ncwc.edu
252.985.5269



General Education Requirements

I. Interdisciplinary Requirements	Credits	IV. Humanities Courses	Credits
Ethics	3	Religion	3
International Studies	3	English Composition	6
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Total Hours	6	Art, Music or Entertainment/Theatre	3
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II. Science Courses	Credits	Total Hours	15
Mathematics	3	TOTAL GENERAL EDUCATION HOURS	41
Biology, including lab	4		
Physics, Earth Science or Chemistry, incl. lab	4		
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Total Hours	11		
III. Social Science Courses	Credits		
History, Political Science	3		
Communication, Economics, Geography or Criminal Justice	3		
Psychology or Sociology	3		
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Total Hours	9		

Unless otherwise specified, transferred credits may be used to fulfill the general requirements at the Registrar's discretion.

Major Requirements

Lower level courses:

	Credits
Choose 12 semester hours from...	
CIS 201 Web Authoring and Publishing	3
ENG 130 Fundamentals of Communication	3
ENG 210 Journalism	3
ENG 211 Editorial Techniques	3
ENT 140 Oral Communication Methods	3
or MKT 205 Principles of Marketing	3

Upper level courses:

	Credits
Choose 18 semester hours from...	
ENG 302 Advanced Writing	3
ENG 304 Business Communication	3
ENG 310 Advanced Journalism	3
MKT 317 Integrated Marketing Communications	3
PSY 315 Psychology of Mass Communication	3
SOC 495 Special Topics	

Required seminar

LIB 499 Liberal Studies Capstone	3
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General Graduation Guidelines:

Total of 120 semester hours, 39 of which must be numbered 300 or 400.

(Other programs may require coursework beyond 120 semester hours.)

At least 9 semester hours of courses designated as writing intensive.

A declared major.

A cumulative GPA average of C (2.00) and at least a C average in the graduation major.