

Communication Studies A.A. Transfer Pathway
College

Rochester Community and Technical

This document is designed for RCTC 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.

RCTC course – major and goal areas	Credits	Saint Mary's course
COMM 1114 Fundamentals of Public Speaking	3	COM204 Public Speaking
COMM 1130 Interpersonal Communication	3	General Elective
COMM2100 Intercultural Communication	3	COM250 Intercultural Communication
COMM2130 Team/Small Group Communication	3	General Elective
Recommended COMM electives: COMM 1110 Introduction to Mass Communication COMM 1337 Social Media	6	COM111 Introduction to Mass Communication COM150 Social and New Media
*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 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 AR 410 Web Design II COM 356 Digital and Social Media Analytics MK 372 Advertising and Promotions COM 496/497 Internship: Communication	3 3 3 3 3-17
Total for major	34-48

Remaining graduation requirements for B.A. degree	Credits
300-level Theology General Education Capstone	6
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