

# Bachelor of Arts in Communication

The Bachelor in Arts in Communication prepares students to become communication professionals by creating clear, concise, and content rich messages in a diverse and ever changing world. Courses in the degree include public speaking, small group, interpersonal, and mass communication, theory and research, communication ethics, social media, and students can choose between a concentration in strategic communication or digital communication and media design. Graduates of this program will be able to work in the public or private sector while navigating every type of opportunity in-between.

## Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Describe the Communication discipline and its central questions.
- Employ communication theories, perspectives, principles, and concepts.
- Engage in communication inquiry.
- Create messages appropriate to the audience, purpose, and context.
- Critically analyze messages.
- Demonstrate the ability to accomplish communicative goals (self-efficacy).
- Apply ethical communication principles and practices.
- Utilize communication to embrace difference.
- Influence public discourse.

## Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	42
	Select one of the following concentrations:	18
	Digital Communication and Media Design (p. 3)	
	Strategic Communication (p. 3)	
	Final Program Requirements	3

Elective Requirements	27
Total Semester Hours	120

## Degree Program Requirements

### General Education Requirements (30 semester hours)

Code	Title	Semester Hours
<b>Arts and Humanities (6 semester hours)<sup>1</sup></b>		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	
RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	
<b>Civics, Political and Social Sciences (6 semester hours)<sup>1</sup></b>		

Select 2 courses from the following:	6
ANTH100	Introduction to Anthropology
ANTH202	Introduction to Cultural Anthropology
CHFD220	Human Sexuality
ECON101	Microeconomics
ECON102	Macroeconomics
EDUC200	Humane Education: A Global Interdisciplinary Perspective
GEOG101	Introduction to Geography
HOSP110	Practical Food Safety and Awareness
IRLS210	International Relations I
LITR212	Forgotten America—Under Represented Cultures in American Literature
LITR235	Four Points of the Compass: Culture and Society Around the World
POLS101	Introduction to Political Science
POLS210	American Government I
PSYC101	Introduction to Psychology
SOCI111	Introduction to Sociology
SOCI212	Social Problems
SOCI220	American Popular Culture
STEM280	Exploring Society and Cultures via Science Fiction

**Communication: Writing, Oral, and Multimedia (9 semester hours)**

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3
Select 1 course from the following:		3
ENGL220	Technical Writing	
ENGL226	Effective Business Communication	

**History (3 semester hours)**

Select 1 course from the following:	3
HIST101	American History to 1877
HIST102	American History since 1877
HIST111	World Civilization before 1650
HIST112	World Civilization since 1650
HIST121	Western Civilization before The Thirty Years War
HIST122	Western Civilization since The Thirty Years War
HIST221	African-American History before 1877
HIST222	African-American History since 1877
HIST223	History of the American Indian
HIST270	History of Science
STEM185	The History and Context of STEM

**Mathematics and Applied Reasoning (3 semester hours)**

Select 1 course from the following:	3
ACCT105	Accounting for Non Accounting Majors

ENTD200	Fundamentals of Programming
MATH110	College Algebra
MATH111	College Trigonometry
MATH120	Introduction to Statistics
MATH125	Math for Liberal Arts Majors
MATH225	Calculus

**Natural Sciences (3 semester hours)**

Select 1 course from the following:	3
BIOL180	Introduction to Biology
BIOL181	Introduction to Human Anatomy and Physiology
CHEM180	Introduction to Chemistry
ERSC180	Introduction to Meteorology
ERSC181	Introduction to Geology
EVSP180	Introduction to Environmental Science
PHYS180	Introduction to Physics
SPST180	Introduction to Astronomy
STEM100	Introduction to STEM Disciplines

Total Semester Hours 30

<sup>1</sup> All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

**Major Required (42 semester hours)**

Code	Title	Semester Hours
COMM101	Introduction to Communication	3
COMM200	Public Speaking	3
COMM211	Social Media and Society	3
COMM240	Intercultural Communication	3
COMM250	Mass Communication	3
COMM280	Ethics in Communication	3
COMM300	Communication Research Skills	3
COMM304	Communication Theory	3
Select 6 courses from the following:		18
COMM210	Communication and Gender	
COMM220	Small Group Communication	
COMM255	Digital Tools and Media in Communication	
COMM285	Interpersonal Communications	
COMM350	Journalism	
COMM400	Persuasive Communication	
COMM401	Conflict and Communication	
COMM402	Media Law	
MKTG304	Public Relations	

MKTG305 Advertising

Total Semester Hours 42

Students must choose a concentration for this degree program and may select from a Concentration in Digital Communication and Media Design or a Concentration in Strategic Communication.

## Concentration in Digital Communication and Media Design (18 semester hours)

The digital communication and media design concentration prepares students to know how to communicate in the ever-changing digital landscape. This concentration will give students the skills to understand how analytics relate to communication, the role of big data and communication, the importance of web, mobile, and visual communication, and how to build a digital presence.

### Objectives

Upon successful completion of this concentration, the student will be able to:

- Develop, design, implement, and use, digital communication and media technologies;
- Critically evaluate the communication needs of a target audience using communication analytics;
- Understand and use all available web, mobile, and social media platforms to best communicate with an intended audience;
- Gain tools and insights into the complex and ever changing digital communication landscape for long-term career success.

Code	Title	Semester Hours
COMM356	Digital Communication and Media Design Principles	3
COMM365	Communication Analytics	3
COMM375	Web and Mobile Communication	3
COMM385	Visual Communication	3
COMM415	Building a Digital Presence	3
COMM456	Digital Communication and Media Design Career Management and Future Technologies	3
Total Semester Hours		18

## Concentration in Strategic Communication (18 semester hours)

The strategic communication concentration prepares students to be a communication leader in their institution or organization. This concentration will give students the skills to create a communication strategy that includes input from stakeholders, considers the diversity and uniqueness of the target audience, is flexible and nimble, and uses all available communication platforms to deliver a well-crafted and professional message.

### Objectives

Upon successful completion of this concentration, the student will be able to:

- Develop, design and implement communication strategies;
- Critically evaluate the communication needs of a target audience using communication analytics;
- Use persuasive, informative, and inclusive language to reach the widest possible audience;
- Gain tools and insights into the complex and ever changing communication landscape for long-term strategic communication career success.

Code	Title	Semester Hours
COMM351	Strategic Communication	3
COMM360	Inclusive Communication	3
COMM370	Situational Communication	3
COMM380	Communication of Listening	3
COMM410	Leadership Communication	3
COMM450	Strategic Communication Career Management and Ethics	3
Total Semester Hours		18

## Final Program Requirement (3 semester hours)

Code	Title	Semester Hours
COMM498	Capstone <sup>1</sup>	3
Total Semester Hours		3

<sup>1</sup> Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

## **Elective Requirements (27 semester hours)**

Select any courses that have not been used to fulfill major requirements. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.