

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 have knowledge applicable to the public or private sector.

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
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH240	Survey of Photography	
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	
MUSI212	Jazz and Rock	
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	
RELS101	Introduction to the Study of Religion	
RELS201	Introduction to World Religions	
RUSS100	Russian I	
SPAN100	Spanish I	

SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	
Civics, Political and Social Sciences (6 semester hours) ¹		
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	
POLS101	Introduction to Political Science	
POLS210	American Government I	
PSYC101	Introduction to Psychology	
RELS250	Death and Dying	
RELS260	Race & Religion	
RELS270	Hope and Resilience	
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	
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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	
MATH112	Pre-Calculus	
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

¹ 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
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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 success.

Concentration Requirements (18 semester hours)

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
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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 success.

Concentration Requirements (18 semester hours)

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
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Total Semester Hours		18

Final Program Requirement (3 semester hours)

Code	Title	Semester Hours
COMM498	Capstone ¹	3
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Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (27 semester hours)

Code	Title	Semester Hours
Select any courses not already taken to fulfill the requirements listed above. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.		
Total Semester Hours		27