

Communication

Bachelor of Arts

The multidisciplinary program in Communication provides theory, tools and techniques for analyzing and producing works of communication in many arenas of professional and personal interaction.

Career Options:

- Copywriting
- Public Relations Personnel
- Internal Communications
- Advertising
- Event Planning
- Foreign Relations
- Social Media

Major Requirements:

Fundamentals of Communication
Mass Communication
Communication Theory
Communication Research Methods
Senior Seminar in Communication

Choose 12 semester hours from:

Journalism
Editorial Techniques
Oral Communication Methods
Web Authoring and Publishing
Principles of Marketing
Research Topics
Special Topics
Writing about Pop Culture
Film Analysis

Choose 12 semester hours from:

Integrated Marketing Communications
Business Communication
Advanced Journalism
Sports Writing
Professional Writing
Multimedia Writing
Writing and Rhetoric
Writing for New Media
421 Supervised Internship in Communication
Special Topics
Argumentation and Advocacy
Documentary and Social Change
Psychology of Mass Communication

Department Contact:

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General Education Requirements

I. Interdisciplinary Requirements	Credits	IV. Humanities Courses	Credits
Ethics	3	Religion	3
International Studies	3	English Composition	6
<hr/>		Literature	3
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

	Credits		Credits
ENG 130 Fundamentals of Communication	3	<i>12 semester hours from:</i>	
COM 200 Mass Communication	3	MKT 317 Integrated Marketing Communications	3
COM 300 Communication Theory	3	ENG 304 Business Communication	3
COM 308 Communication Research Methods	3	ENG 310 Advanced Journalism	3
COM 499 Senior Seminar in Communication	3	ENG 320 Sports Writing	3
<i>Choose 12 semester hours from:</i>		ENG 370 Professional Writing	3
ENG 210 Journalism	3	ENG 373 Multimedia Writing	3
ENG 211 Editorial Techniques	3	ENG 415 Writing and Rhetoric	3
ENT 140 Oral Communication Methods	3	ENG 472 Writing for New Media	3
CIS 201 Web Authoring and Publishing	3	COM 421 Supervised Internship in Communication	3
MKT 205 Principles of Marketing	3	ENG 495 Special Topics	3
COM 191 Research Topics	3	ENG 310 Argumentation and Advocacy	3
COM 195 Special Topics	3	ENG 400 Documentary and Social Change	3
COM 210 Writing about Pop Culture	3	PSY 315 Psychology of Mass Communication	3
COM 220 Film Analysis	3		

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.