

COMMUNICATION (BA) - STRATEGIC COMMUNICATION TRACK

Program Overview

Built upon the theoretical foundations of interpersonal, group and rhetorical communication, this program explores concepts and applications designed for students wanting careers in organizational communication, training and development, and rhetorical analysis. It has proven to be an excellent preparation program for students desiring to continue their education in a variety of graduate and professional schools.

Program of Study Major Requirements

| Code | Title | Credit Hours |
|---|--|--------------|
| Core Requirements | | |
| Complete the core requirements for this program | | 42 |
| Core Total | | 42 |
| Field of Study Requirements | | |
| Select one of the following courses: | | 3 |
| COMM 1100 | Human Communication | |
| COMM 1110 | Course COMM 1110 Not Found | |
| Take the following cultural communication course: | | 3 |
| COMM 2115 | Intercultural Communication | |
| Select 12 credits of the following (A Grade of C or better is required for all GFA courses) Only one field of Study requirements option can be a GFA course from the following: | | 12 |
| GFA 1000 | Introduction to On-Set Film Production | |
| GFA 1040 | Intro to Film & TV Post-Production | |
| GFA 1501 | Introduction to Live Production, Streaming & Esports | |
| COMM 2105 | Interpersonal Communication | |
| COMM 2136 | Group Communication | |
| COMM 2137 | Introduction to Mass Communication | |
| COMM 2545 | Selected Topics in Communication | |
| Field of Study Requirements Total | | 18 |
| Required for the Major | | |
| Take the following courses: | | 9 |
| COMM 3256 | Communication Theories | |
| COMM 3148 | Community, Dialogue, & Advocacy | |
| COMM 4000 | Communication Exit Assessment | |
| COMM 3259 | Communication Research | |
| Take the following writing courses: | | 6 |
| COMM 3242 | Writing for Media | |
| COMM 4108 | Social and Digital Media Writing | |
| Take the following PR courses: | | 9 |
| COMM 3141 | Introduction to Public Relations | |
| COMM 4141 | Public Relations Management | |
| COMM 4135 | Crisis Communication | |

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| Take the following production courses: | 6 |
| COMM 3257 Video Production I | |
| COMM 4259 Integrated Web Design | |
| Required for the Major Total | 30 |
| Program Electives (select 12 hours of the following) | 12 |
| MKTG 3115 Principles of Marketing | |
| MKTG 3136 Advertising (Prerequisite MKTG 3115) | |
| COMM 3125 Modern Media and Culture | |
| COMM 3135 Persuasion | |
| COMM 3136 Non-Verbal Communication | |
| COMM 3139 Interpersonal Conflict Resolution | |
| COMM 3145 Family Communication | |
| COMM 4107 Communication, Gender, and Sexuality | |
| COMM 4555 Selected Topics in Communication | |
| General Electives: 18 | 18 |
| Select any 1000 level or above courses. Suggested options are COMM and GFA courses. A Grade of C or better is required for all GFA courses. | |
| Total Credit Hours | 120 |