

COMMUNICATION (BA) - COMMUNICATION STUDIES 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.

Career Opportunities

- Communication Management
- Human Resources
- Community Relations Specialist/Organizer
- Nonprofit Research

Program of Study

Code	Title	Credit Hours
Core IMPACTS Area : Institutional Priorities ¹		4-5
Choose one of the following communication options		3
COMM 1110	Public Speaking	
Foreign Language Course Options		
AMSL, ARAB, CHIN, FREN, GERM, GREK, ITAL, JAPN, KREN, LATIN, PORT, SPAN - 1001, 1002, 2001, 2002; SWAH - 1001, 1002.		
Take one of the following courses		1-2
ITDS 1779	Scholarship Across the Disciplines	
LEAD 1705	Introduction to Servant Leadership	
PERS 1506	Perspectives 1-hour	
PERS 1507	Perspectives 2-hour	
Core IMPACTS Area : Mathematics & Quantitative Skills ¹		3-7
DATA 1501	Introduction to Data Science	3
MATH 1001	Quantitative Skills and Reasoning	3
MATH 1101	Introduction to Mathematical Modeling	3
MATH 1111	College Algebra	3
MATH 1113	Pre-Calculus	4
MATH 1125	Applied Calculus	3
MATH 1131	Calculus with Analytic Geometry I	4
MATH 1132	Calculus with Analytic Geometry II	4
MATH 1165	Computer-Assisted Problem Solving	3
MATH 1401	Introduction to Statistics	3
MATH 1501	Calculus I	4
MATH 2125	Introduction to Discrete Mathematics	3
STAT 1401	Elementary Statistics	3
Core IMPACTS Area : Political Science and U.S. History		6
HIST 2111	U. S. History to 1865	3
or HIST 2112	U. S. History since 1865	
POLS 1101	American Government	3

Core IMPACTS Area : Arts, Humanities, and Ethics		6
Select one Fine Arts course		3
ARTH 1100	Art Appreciation	
ARTH 2125	Introduction to the History of Art I– Prehistoric through Gothic	
ARTH 2126	Introduction to the History of Art II– Renaissance through Modern	
MUSC 1100	Music Appreciation	
THEA 1100	Theatre Appreciation	
ITDS 1145	Comparative Arts ²	
Select one Humanities course		3
ENGL 2111	World Literature I	
ENGL 2112	World Literature II	
ITDS 1155	The Western Intellectual Tradition	
ITDS 1774	Introduction to Digital Humanities	
PHIL 2010	Introduction to Philosophy	
ITDS 1145	Comparative Arts ²	
Core IMPACTS Area : Communicating in Writing		6
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
Core IMPACTS Area : Technology, Mathematics, and Sciences ^{1,3}		7-11
ANTH 1145	Human Origins	3
ASTR 1105	Descriptive Astronomy: The Solar System	3
ASTR 1106	Descriptive Astronomy: Stars and Galaxies	3
ASTR 1305	Descriptive Astronomy Lab	1
ATSC 1112	Understanding the Weather	3
ATSC 1112L	Understanding the Weather Lab	1
BIOL 1125	Contemporary Issues in Biology Non-Lab	3
BIOL 1215K	Introductory Biology	4
BIOL 1225K	Contemporary Issues in Biology with Lab	4
CHEM 1151 & 1151L	Survey of Chemistry I and Survey of Chemistry I Lab	4
CHEM 1152 & 1152L	Survey of Chemistry II and Survey of Chemistry II Lab	4
CHEM 1211 & 1211L	Principles of Chemistry I and Principles of Chemistry I Lab	4
CHEM 1212 & 1212L	Principles of Chemistry II and Principles of Chemistry II Lab	4
CPSC 1105	Introduction to Computing Principles and Technology	3
CPSC 1301K	Computer Science I	4
ENVS 1105	Environmental Studies	3
ENVS 1105L	Environmental Studies Laboratory	1
ENVS 1205K	Sustainability and the Environment	4
GEOG 2215	Introduction to the Geographic Information Systems	3
GEO 1110	Natural Disasters: Our Hazardous Environment	3
GEO 1121	Introductory Geoscience I: Physical Geology	3
GEO 1121L	Introductory Geoscience I: Physical Geology Lab	1
GEO 1122	Introductory Geo-sciences II: Historical Geology	3
GEO 1322	Introductory Geo-sciences II: Historical Geology Lab	1
GEO 2225	The Fossil Record	4

PHYS 1111 & PHYS 1311	Introductory Physics I and Introductory Physics I Lab	4
PHYS 1112 & PHYS 1312	Introductory Physics II and Introductory Physics II Lab	4
PHYS 1125	Physics of Color and Sound	3
PHYS 1325	Physics of Color and Sound Lab	1
PHYS 2211 & PHYS 2311	Principles of Physics I and Principles of Physics I Lab	4
PHYS 2212 & PHYS 2312	Principles of Physics II and Principles of Physics II Lab	4
Core IMPACTS Area : Social Sciences		6
Select one Behavioral Science course		
ECON 2105	Principles of Macroeconomics	
ECON 2106	Principles of Microeconomics	
PHIL 2030	Moral Philosophy	
PSYC 1101	Introduction to General Psychology	
SOCI 1101	Introduction to Sociology	
Select one World Cultures course		
ANTH 1107	Discovering Archaeology	3
ANTH 1105	Cultural Anthropology	
ANTH 2105	Ancient World Civilizations	
ANTH 2136	Language and Culture	
ENGL 2136	Language and Culture	
GEOG 1101	World Regional Geography	
HIST 1111	World History to 1500	
HIST 1112	World History since 1500	
ITDS 1156	Understanding Non-Western Cultures	
Core IMPACTS Total Hours		42
Health and Wellness		3
KINS 1106	Lifetime Wellness	2
	or PHED 1205 Concepts of Fitness	
Select one of the following		
	Any PEDS course	1
MUSC 1206	Body Mapping (Music Majors Only)	

¹ The hours applied in the Institutional Priorities; Mathematics & Quantitative Skills; and Technology, Mathematics, and Sciences areas must add to 18 credit hours.

² ITDS 1145 Comparative Arts, though listed under both Fine Arts and Humanities, may be taken only once.

³ At least 4 of the credit hours in this area must be in a lab science course.

Major Requirements

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Field of Study Requirements		
Select 12 hours of the following (A Grade of C or better is required for all GFA courses):		
GFA 1000	Introduction to On-Set Film Production	
GFA 1040	Intro to Film & TV Post-Production	

GFA 1500	Introduction to Digital Entertainment, Esports, & Game Development	
COMM 2105	Interpersonal Communication	
COMM 2136	Group Communication	
COMM 2137	Introduction to Mass Communication	
COMM 2545	Selected Topics in Communication	
Foreign Language 2002		

Take the two following courses:		
Foreign Language 1002		3
Foreign Language 2001		3
Field of Study Requirements Total		18

Required for the Major		
Theory & General Concepts – 9 hrs		
COMM 3256	Communication Theories	3
COMM 4000	Communication Exit Assessment	0

Select one of the following:		
COMM 4116	Communication Ethics	3
COMM 4125	Free Speech and Free Expression	

Select one of the following:		
COMM 3157	Qualitative Communication Research	3
COMM 3255	Quantitative Communication Research	
COMM 4115	Rhetorical Criticism	

Communication Core – 12 hrs		
COMM 3135	Persuasion	3
COMM 3136	Non-Verbal Communication	3
COMM 3139	Interpersonal Conflict Resolution	3
COMM 4145	Organizational Communication	3
Required for the Major Total		21

Major Electives Electives -- 21 hrs		
Communication Perspectives - 6 hrs		
Select Two of the Following:		
COMM 3145	Family Communication	6
COMM 3149	Race and Communication	
COMM 4107	Communication, Gender, and Sexuality	

Communication Advocacy		
Select One of the Following:		
COMM 3148	Community, Dialogue, & Advocacy	3
COMM 4125	Free Speech and Free Expression (If not used in Required for the Major)	

Select 12 Hrs of Additional 3000 Level or Higher COMM Classes.	12
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	123
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Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3

Select one of the following:	3
MATH 1001 Quantitative Skills and Reasoning (or higher)	
MATH 1101 Introduction to Mathematical Modeling (or higher)	
COMM 2105 Interpersonal Communication	3
Social Science Behavioral Science Course	3
HIST 2111 U. S. History to 1865	3
or HIST 2112 or U. S. History since 1865	

Credit Hours 15

Spring

ENGL 1102 English Composition II (minimum grade of C)	3
Institutional Priorities ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
COMM 2136 Group Communication	3
Technology, Mathematics, and Sciences Lab Science Course	4
Institutional Priorities COMM 1110 Public Speaking or foreign language 1001, 1002, 2001, 2002. COMM 1110 is the recommended choice for Communication majors.	3

Credit Hours 15

Second Year

Fall

POLS 1101 American Government	3
Technology, Mathematics, and Sciences Math/Science/Tech	3
COMM 2545 Selected Topics in Communication	3
Arts, Humanities, and Ethics Humanities Course	3
Arts, Humanities, and Ethics Fine Arts Course	3
KINS 1106 Lifetime Wellness	2
or PHED 1205 or Concepts of Fitness	

Credit Hours 17

Spring

FL 1002 Foreign Language 1002	3
Technology, Mathematics, and Sciences Non-lab Science	3
Social Science World Culture Class	3
Remaining Field of Study COMM Elective ¹	3
COMM 3136 Non-Verbal Communication	3
COMM 3139 Interpersonal Conflict Resolution	3

Credit Hours 18

Third Year

Fall

FL 2001 Foreign Language 2001	3
COMM 3256 Communication Theories	3
or COMM 3157 or Qualitative Communication Research	
Any 3000 or 4000 Level COMM Course	3

Any 3000 or 4000 Level COMM Course	3
Any 3000 or 4000 Level COMM Course	3

Credit Hours 15

Spring

COMM 3256 Communication Theories	3
or COMM 3255 or Quantitative Communication Research	
COMM 4145 Organizational Communication	3
Any 3000 or 4000 Level COMM Course	3
General Elective	3
General Elective	3

Credit Hours 15

Fourth Year

Fall

COMM 4116 Communication Ethics	3
or COMM 4125 or Free Speech and Free Expression	
COMM 4116 is offered Fall term; COMM 4125 is offered in Spring term.	
Any 3000 or 4000 Level COMM Course	3
Any 3000 or 4000 Level COMM Course	3
Health and Wellness PEDS Course	1
Program Elective	3
General Electives General Elective	3

Credit Hours 16

Spring

COMM 4698 Senior Internship (highly recommended Area I course; may be taken twice)	3
Any 3000 or 4000 Level COMM Course	3
General Elective	3
General Elective	3
COMM 4000 Communication Exit Assessment	0

Credit Hours 12

Total Credit Hours 123

¹ (Select one)GFA 1000 Introduction to On-Set Film Production, GFA 1040 Intro to Film & TV Post-Production and GFA 1500 Introduction to Digital Entertainment, Esports, & Game Development are 6-credit-hour courses (Could be used for a Certificate in Film Production or Film Production Nexus Degree).

• A 2.5 GPA is required in all major classes.

Admission Requirements

There are no program specific admission requirements.

Additional Program Requirements

There are no program specific academic regulations.