

**DEPARTMENT OF COMMUNICATIONS  
SCHOOL OF LIBERAL ARTS**

**Dr. Jeffery Gentry, Department Head**

Dr. David Blakely  
Dr. Richard Boyd

Ms. Cathy Coomer  
Dr. Juliet Evusa

Mr. Lee Williams

**THE GOALS OF THE DEPARTMENT OF COMMUNICATIONS**

1. Foster the skills of critical thinking, writing, research, and oral communication among our students.
2. Serve the University and the community through the provision of quality general education courses that prepare students for their adult roles as citizens and carriers of culture.
3. Offer innovative programs and quality teaching within the classroom and through distance education.
4. Facilitate the formation of a group of scholars consisting of faculty and students that meets outside of course/credit settings.
5. Encourage faculty scholarship.
6. Provide traditional and nontraditional students quality associate and baccalaureate degrees.
7. Foster the values of scholarship, creativity, appreciation of diversity, and community service among our faculty, staff, and students.
8. Recruit and retain high quality students, both traditional and nontraditional.

**PROGRAMS OF STUDY**

**Bachelor of Arts**

Communications

Option: Communication Arts

Option: Corporate Communications

Option: Radio-Television

**Minors**

Communication Arts

Corporate Communications

Radio-Television

**BACHELOR OF ARTS**  
**COMMUNICATIONS (114)**  
**OPTION: COMMUNICATION ARTS (114A)**  
**OPTION: CORPORATE COMMUNICATIONS (114C)**  
**OPTION: RADIO-TELEVISION (114X)**

The Bachelor of Arts in Communications degree stresses competence in oral and written communication and critical thinking skills. In addition, the student will acquire specific knowledge and skills needed to function in a variety of career opportunities at broadcast facilities and audio and video production houses. Such careers include management of print or broadcast media, marketing, advertising, public relations, sales, and promotion.

REQUIRED HOURS .....120

**Communications .....9**  
 ENGL 1113 Composition I  
 ENGL 1213 Composition II  
 SPCH 1113 Speech Communication

**Social and Behavioral Sciences .....9**  
 History .....3  
*Select from the following:*  
 HIST 2483 American History to 1877  
 HIST 2493 American History since 1877

POLS 1113 American Federal Government .....3

Social Science .....3  
*Select from the following:*  
 ECON 2113 Principles of Macroeconomics  
 ECON 2123 Principles of Microeconomics  
 PSY 1113 Introduction to Psychology  
 SOC 1113 Introduction to Sociology

**Science and Mathematics.....11**  
 Physical Science .....4  
*Select from the following:*  
 CHEM 1315 General Chemistry I  
 GEOL 1014 Earth Science  
 GEOL 1114 Physical Geology  
 GEOL 1124 Physical Geography  
 GEOL 1224 Historical Geology  
 GEOL 2124 Astronomy  
 PHYS 1014 General Physical Science  
 PHYS 1114 General Physics I

Biological Science .....4

*Select from the following:*  
 BIOL 1114 General Biology  
 BIOL 1134 General Environmental Biology  
 BIOL 1144 General Cellular Biology

Mathematics .....3-5  
*Select from the following:*

MATH 1503 Mathematics for Critical Thinking  
 MATH 1513 College Algebra  
 MATH 1613 Trigonometry  
 MATH 1715 Pre-Calculus  
 MATH 2264 Analytical Geometry and Calculus I

**Humanities .....6**  
*Select from the following:*

ART (HUM) 1113 Art Appreciation  
 COMM (HUM) 2413 Theatre Appreciation  
 ENGL 2613 Introduction to Literature  
 HUM 2113 Humanities I  
 HUM 2223 Humanities II  
 HUM 2893 Cinema  
 MUSC (HUM) 2573 Music Appreciation  
 PHIL 1113 Introduction to Philosophy

**Global Studies .....3**  
*Select from the following:*

BIOL 3104 Plants and Civilization  
 ECON 3003 International Economic Issues and Policies  
 GEOG 2243 Human Geography  
 HIST 2013 World Civilization I  
 HIST 2023 World Civilization II  
 HUM 3633 Comparative Religion  
 LANG 1113 Foundations of World Languages  
 NAMS 1143 Native Americans of North America  
 NAMS 2503 Cherokee I  
 PHIL 1313 Values and Ethics  
 POLS 3053 International Relations  
 SOC 3213 Minority Groups  
 SPAN 1113 Beginning Spanish I

**Elective .....3**  
*Select three hours from courses not selected above.*

**Program Requirements**

**Common Core .....24**

COMM	1003	Introduction to Mass Communication
COMM	1123	Interpersonal Communication
COMM	3023	Writing for the Media
COMM	3253	Argumentation & Persuasion
COMM	3833	Communications Theory
COMM	4163	Global Communication
COMM	4913	Senior Capstone
SBS	3013	Research Methods I: Research Designs

**Communication Arts Option.....15**

Required Courses

COMM	1713	Voice & Articulation
COMM	2523	Acting
COMM	3613	Mass Media Communication
COMM	4223	Communication in Organizations
COMM	4513	Script Writing

**Corporate Communications Option.....15**

Required Courses

COMM	2003	Video Production
COMM	2723	Small Group Discussion
COMM	3033	Corporate Media Production
COMM	3113	Public Relations Strategies
COMM	4223	Communications in Organizations

**Radio–Television Option.....15**

Required Courses

COMM	2003	Video Production
COMM	2013	Audio Production
COMM	3173	News Reporting
COMM	3413	Media Law
COMM	3753	Advanced Broadcast Practicum

**Electives .....9**

(Also eligible are any courses listed in an alternate option above.)

BADM	3913	Communication Skills for Managers and Professionals
COMM	2703	Radio–Television Announcing
COMM	3233	Media Sales & Advertising
COMM	3853	Sports Broadcasting
COMM	4203	Media Management
COMM	4253	Broadcasting Internship
COMM	4283	Corporate Communication Internship
COMM	4323	Women and Minorities in Media
POLS	4043	Media and Politics

**Selected Minor .....18–24**

**Free Electives .....7–13**

**Total Credit Hours .....120**

A minor requires completion of at least 18-24 designated credit hours of course work outside the student's major field, including a minimum of 9 upper-division credit hours, and may have a required core. The same courses may not be used to fulfill the requirements for both a major and a minor.

### MINOR IN COMMUNICATION ARTS (114A)

<b>Core Courses</b>	.....	<b>9</b>
COMM 1003	Introduction to Mass Communication	
COMM 1123	Interpersonal Communication	
COMM 3253	Argumentation and Persuasion	
<b>Electives</b>	.....	<b>9</b>
COMM 3613	Mass Media Communication	
COMM 3833	Communication Theory	
COMM 4163	Global Communication	
COMM 2523	Acting	
COMM 4223	Communication in Organizations	
COMM 4513	Script Writing	

Other courses with a COMM prefix may be applied toward this emphasis upon the recommendation of the student's advisor and the approval of the department head and the Dean of Liberal Arts.

*Not open to students choosing Bachelor of Arts in Communications.*

### MINOR IN CORPORATE COMMUNICATIONS (114C)

<b>Core Courses</b>	.....	<b>9</b>
COMM 1003	Introduction to Mass Communication	
COMM 3113	Public Relations Strategies	
COMM 3413	Media Law	
<b>Electives</b>	.....	<b>9</b>
COMM 2003	Video Production	
COMM 2723	Small Group Discussion	
COMM 3023	Writing for the Media	
COMM 3033	Corporate Media Production	
COMM 3233	Media Sales & Advertising	
COMM 4223	Communications in Organizations	

**Total Credit Hours** ..... **18**

Other courses with a COMM prefix may be applied toward this emphasis upon the recommendation of the student's advisor and the approval of the department head and the Dean of Liberal Arts.

*Not open to students choosing Bachelor of Arts in Communications.*

### MINOR IN RADIO-TELEVISION (114X)

<b>Core</b>	.....	<b>9</b>
COMM 1003	Introduction to Mass Communication	
COMM 2003	Video Production	
COMM 2013	Audio Production	
<b>Electives</b>	.....	<b>9</b>
COMM 2703	Radio/Television Announcing	
COMM 3023	Writing for the Media	
COMM 3173	News Reporting	
COMM 3233	Media Sales & Advertising	
COMM 3413	Media Law	
COMM 3753	Advanced Broadcast Practicum	

**Total Credit Hours** ..... **18**

Other courses with a COMM prefix may be applied toward this emphasis upon the recommendation of the student's advisor and the approval of the department head and the Dean of Liberal Arts.

*Not open to students choosing Bachelors of Arts in Communications.*