

# BACHELOR OF ARTS

## COMMUNICATIONS (114)

OPTION: COMMUNICATION ARTS (114A)

OPTION: CORPORATE COMMUNICATIONS (114C)

OPTION: RADIO-TELEVISION (114X)

The Bachelor of Arts in Communications stresses competence in oral and written communication and critical thinking skills that will serve the student for a lifetime. Students also acquire specific knowledge and skills needed to function in a variety of career opportunities at broadcast facilities, corporations, and civic enterprises. Such endeavors include but are not limited to media production/talent, corporate management, marketing, advertising and public relations, sales, promotions, law school, ministry, human relations, public speaking, and corporate and civic leadership.

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 3103 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 additional hours from the courses listed above and not previously selected.*

**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	3713	Communication Research Methods
COMM	3833	Communications Theory
COMM	4163	Global Communication
COMM	4913	Senior Capstone

**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
COMM	4623	Documentary Production
POLS	4043	Media and Politics

**Selected Minor .....18–24**

**Free Electives .....7–13**

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