

BACHELOR OF ARTS

114-COMMUNICATIONS (COMM)

114A-OPTION: COMMUNICATION ARTS (CCAR)

114C-OPTION: CORPORATE COMMUNICATIONS (CCCO)

114X-OPTION: RADIO-TELEVISION (CRTV)

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 Government3

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 Mathematics11

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

Select from the following:
MATH 1413 Introduction to Statistics
MATH 1503 Mathematics for Critical Thinking
MATH 1513 College Algebra
MATH 1613 Trigonometry
MATH 1715 Pre-Calculus
MATH 2264 Analytical Geometry & 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
GERM 1113 Beginning German I
HIST 2013 World Civilization I
HIST 2023 World Civilization II
HUM 3633 Comparative Religion
LANG 1113 Foundations of World Languages
MGMT 3033 Conflict Resolution: I'm Always Right!
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 Core27

- COMM 1003 Introduction to Mass Communication
- COMM 1123 Interpersonal Communication
- COMM 3023 Writing for the Media
- COMM 3253 Argumentation and Persuasion
- COMM 3713 Communication Research Methods
- COMM 3833 Communication Theory
- COMM 4163 Global Communication
- COMM 4913 Senior Capstone
- CS 3213 Multimedia Development

Communication Arts Option.....15

Required Courses

- COMM 1713 Voice & Articulation
- COMM 2523 Acting
- COMM 4103 Directing
- COMM 4223 Communication in Organizations
- COMM 4513 Script Writing

Corporate Communications Option15

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

Electives9

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

- BADM 3913 Communication Skills for Managers and Professionals
- COMM 1011 TV Studio Production
- COMM 2703 Radio-Television Announcing
- COMM 3233 Media Sales & Advertising
- COMM 3613 Mass Media Communication
- COMM 3633 Advertising Strategies
- COMM 3853 Sports Broadcasting
- COMM 3873 Gender and Technology
- COMM 3883 New Media and Society
- 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 4-10

Total Credit Hours120