

# COMMUNICATIONS, BACHELOR OF ARTS

Code	Title	Hours
<b>General Education Courses</b>		
<i>I. Communication</i>		
English:		
Select two of the following:		6
ENGL U101	Composition I	
ENGL U102	Composition II	
Speech:		
SPCH U201	Foundations in Oral Communication	3
<i>II. Mathematics, Logic &amp; Natural Sciences</i>		
Mathematics:		
Select one of the following:		3
ECON U291	Probability and Statistics	
MATH U102	Elementary Statistics	
MATH U120	College Mathematics	
MATH U121	College Algebra	
MATH U122	Calculus for Management and Social Sciences	
Natural Science (w/lab):		
Select one of the following:		4
ASTR U111 & U111L	Descriptive Astronomy and Descriptive Astronomy Laboratory	
BIOL U101 & U101L	Introductory Biology I and Introductory Biology I Lab	
BIOL U102 & U102L	Introductory Biology II and Introductory Biology II Lab	
BIOL U110 & U110L	General Biology and General Biology Lab	
BIOL U220 & U220L	Botany and Society and Botany and Society Laboratory	
BIOL U244 & U244L	Human Anatomy and Physiology II and Human Anatomy and Physiology II Lab	
CHEM U106 & U106L	Chemistry and Society and Chemistry and Society Lab	
CHEM U109 & U109L	Chemistry of Living Things and Chemistry of Living Things Lab	
CHEM U111 & U111L	General Chemistry and General Chemistry Lab	
CHEM U112 & U112L	General Chemistry and Qualitative Analysis and General Chemistry and Qualitative Analysis Lab	
GEOL U101 & U101L	Physical Geology and Physical Geology Lab	
GEOL U102 & U102L	Historical Geology and Historical Geology Lab	
GEOL U103 & U103L	Environmental Geology and Environmental Geology Lab	
PHYS U101 & U101L	Introduction to Physical Science and Introduction to Physical Science Laboratory	
PHYS U201 & U201L	General Physics I and General Physics I Lab	

PHYS U202 & U202L	General Physics II and General Physics II Lab	
Math, Logic and/or Natural Science:		
Select any course in Mathematics or Natural Sciences listed above or:		3-4
BIOL U143 & U143L	Foundations of Human Physiology and Foundations of Human Physiology Laboratory	
BIOL U206	Genetics and Society	
BIOL U240	Human Biology and Society	
BIOL U260	Emerging Infectious Diseases	
BIOL U270	Environmental Science	
GEOL U104	Natural Disasters	
GEOL U120	Geology of the Southeast	
LOGC U205	Introduction to Logic and Rhetoric	
LOGC U207	Deductive Logic	
MATH U142	Calculus II	
PSYC U225	Psychological Statistics	
SOCY U201	Introduction to Statistics for the Social Sciences	
<i>III. Information Technology</i>		
Information Technology:		
Select one of the following:		3
CSCI U138	Introduction to Computer Technology	
CSCI U150	Introduction to Computer Science	
DGST U101	Intro to Digital Studies	
INFO U101	Survey of Information Technology	
INFO U102	Introduction to Digital Safety	
LIBR U201	Strategies for Information Discovery	
MUSC U162	Intro to Music Technology	
<i>IV. Fine Arts, Humanities &amp; History</i>		
Fine Arts:		
Select one of the following:		3
AFAM U204	African American Culture	
ARTH U101	Introduction to Art	
ARTH U105	History of Western Art: Prehistory - Middle Ages	
ARTH U106	History of Western Art: Renaissance - Modern	
MUSC U110	Introduction to Music	
MUSC U140	History of American Popular Music	
THEA U161	Introduction to Theatre Art	
THEA U170	Fundamentals in Acting	
History:		
Select one of the following:		3
HIST U101	Introduction to World History I	
HIST U102	Introduction to World History II	
HIST U105	History of the United States to 1877	
HIST U106	History of the United States from 1865	
Fine Arts, Humanities, and/or History:		
Select any course in Fine Arts or History listed above or:		3
AMST U101	American Studies, 17th - 19th Century	
AMST U102	American Studies, 20th Century	
ENGL U208	Introduction to Creative Writing	
ENGL U245	Business Writing	
ENGL U252	Understanding English Grammar	
ENGL U275	Masterpieces of World Literature	

ENGL U279	Survey of American Literature I
ENGL U280	Survey of American Literature II
ENGL U289	Survey of British Literature I
ENGL U290	Survey of British Literature II
ENGL U291	African American Literature
FILM U240	Introduction to Film
PHIL U102	Introduction to Philosophy
PHIL U111	Political Philosophy
PHIL U211	Contemporary Moral Issues
RELG U103	Comparative Religion
SOST U201	Introduction to Southern Studies

#### V. Foreign Language & Culture

Foreign Language:

Select one of the following: <sup>1</sup> 3

ASLG U101	American Sign Language I
FREN U101	Introductory French I
GERM U101	Introductory German I
SPAN U101	Introductory Spanish I

#### VI. Social & Behavioral Sciences

Social & Behavioral Science:

Select two of the following: 6

ANTH U102	Understanding Other Cultures
CRJU U101	Introduction to Criminal Justice
ECON U221	Principles of Macroeconomics
ECON U222	Principles of Microeconomics
GEOG U103	Introduction to Geography
POLI U101	American National Government
PSYC U101	Introduction to Psychology
SOCY U101	Introduction to Sociology
SPCH U210	Interpersonal Communication
UNIV U201	Leadership Development I
WGST U101	Introduction to Women's & Gender Studies

#### VII. General Education Electives

General Ed. Electives:

Select any course from any section above or: 3

ASLG U102	American Sign Language II
FREN U102	Introductory French II
GERM U102	Introductory German II
SPAN U102	Introductory Spanish II

#### Major Requirements <sup>2</sup>

All students must complete the following five courses with a minimum grade of C.

SPCH U301	Theories and Principles of Human Communication	3
SPCH U333	Advanced Public Speaking	3
JOUR U305	Mass Communication Theory	3
COMM U375	Communication Research Methods	3
COMM U490	Senior Seminar in Communications	3

#### Groups

Students must complete the required credit hours from either Group A: Communication Studies, Group B: Mass Media or Group C: Public Relations with minimum grade of C. 27

Group A: Communication Studies (p. 2)

Group B: Mass Media (p. 3)

Group C: Public Relations (p. 3)

*Cognate or Minor* <sup>2,3</sup>

Select 12-21 credits

*Electives*

Select 13-23 credits

**Total Hours** 120

<sup>1</sup> The minimum acceptable level of competency is completion of the 101 level of a language. Students who place into the 102 or higher level of a language satisfy the language requirement but will have additional hours in general education electives, if hours are required by their degree program.

<sup>2</sup> A minimum grade of C is required in major courses.

<sup>3</sup> With approval of advisor

## Group A: Communication Studies

Students must complete a minimum of 6 hours from each of the following categories and three additional courses from the category list for a total of 27 credit hours.

Code	Title	Hours
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#### Writing and Presentation Skills

Select two of the following: 6

ENGL U318	Writing in Digital Environments
INFO U345	Technical Presentation and Communication
SPCH U313	Performance Studies
SPCH U340	Voice and Diction
SPCH U360	Visual Rhetoric
SPCH U440	Argumentation and Debate

#### Culture and Communication

Select two of the following: 6

SPCH U311	Dark Side of Interpersonal Communication
SPCH U312	Rhetorical Theory & Criticism
SPCH U347	Environmental Communication
SPCH U350	Communication and Gender
SPCH U379	Health Narrative
SPCH U380	Intercultural Communication
SPCH U430	Communicating Difference in Social Institutions
SPCH U450	Communicating for Social Change

#### Professional Practices

Select two of the following: 6

COMM U399	Internship or Independent Study in Communication
JOUR U303	Laws and Ethics of the Mass Media
JOUR U360	Copyediting
SPCH U303	Ethics in Human Communication
SPCH U309	Small Group Communication
SPCH U330	Interviewing
SPCH U348	Introduction to Organizational Communication
SPCH U448	Organizational Communication

#### Additional Courses

Select three additional courses from the above categories 9

**Total Hours** 27

*Note: SPCH U398 Topics in Speech Communication may be used in any category w/ approval of advisor.*

## Group B: Mass Media

*Students must take all Mass Media Core courses with a minimum of three hours from each of the remaining four categories and an additional course from the category list for a total of 27 credit hours.*

Code	Title	Hours
<b>Mass Media Core</b>		
JOUR U201	Survey of Mass Communication	3
JOUR U303	Laws and Ethics of the Mass Media	3
JOUR U304	Writing for the Media	3
<b>Writing</b>		
Select one of the following:		3
JOUR U328	Fundamentals of Public Relations	
JOUR U333	News and Feature Writing	
JOUR U334	Writing for Broadcasting	
JOUR U350	Social and Emerging Media	
<b>History and Theory</b>		
Select one of the following:		3
JOUR U302	Journalism's Role in History	
JOUR U310	Media and Society	
JOUR U315	International Media	
JOUR U348	Illness, Culture and the Media	
JOUR U450	Women in Media	
JOUR U480	Diversity in the Media	
POLI U365	Politics and Media	
Approved 300-level or above SPCH course		
<b>Film</b>		
Select one of the following:		3
FILM U342	Film Genre	
FILM U360	Film Directors	
FILM U425	History of Film to 1967	
FILM U435	Film History after 1967	
FILM U475	International Film	
FILM U481	Cultural Diversity and Difference in Film	
FILM U482	Film Theory and Criticism	
<b>Professional Options</b>		
Select one of the following:		3
COMM U399 <sup>1</sup>	Internship or Independent Study in Communication	
ENGL U318	Writing in Digital Environments	
FILM U326	Motion Picture and Video Techniques	
FILM U426	Advanced Cinema Production	
JOUR U328	Fundamentals of Public Relations	
JOUR U330	TV Studio Production	
JOUR U335	Video Editing	
JOUR U349	Health Messaging and the Media	
JOUR U350	Social and Emerging Media	
JOUR U351	Social Media Strategy	
JOUR U360	Copyediting	
JOUR U428	Public Relations Campaigns	

JOUR U430	Media Management	
MKTG U350	Principles of Marketing	
<b>Additional Courses</b>		
Select two additional courses from the above categories		6
<b>Total Hours</b>		<b>27</b>

<sup>1</sup> COMM U399 Internship or Independent Study in Communication may be taken twice with appropriate consent to fulfill additional course categories.

*Note: JOUR U398 Special Topics in Journalism and SPCH U398 Topics in Speech Communication may be used in any category, if appropriate.*

## Group C: Public Relations

*Students must take all Public Relations Core courses and a minimum of 3 hours from each of the following two categories for a total of 27 credit hours.*

Code	Title	Hours
<b>Public Relations Core</b>		
JOUR U201	Survey of Mass Communication	3
JOUR U303	Laws and Ethics of the Mass Media	3
JOUR U328	Fundamentals of Public Relations	3
JOUR U350	Social and Emerging Media	3
JOUR U428	Public Relations Campaigns	3
<b>Media History &amp; Theory</b>		
Select one of the following:		3
JOUR U302	Journalism's Role in History	
JOUR U310	Media and Society	
JOUR U348	Illness, Culture and the Media	
JOUR U450	Women in Media	
JOUR U480	Diversity in the Media	
POLI U365	Politics and Media	
SPCH U312	Rhetorical Theory & Criticism	
Approved 300-level or above FILM course		
Approved 300-level or above SPCH course		
<b>Professional Options</b>		
Select one of the following:		3
COMM U399 <sup>1</sup>	Internship or Independent Study in Communication	
FILM U326	Motion Picture and Video Techniques	
FILM U426	Advanced Cinema Production	
JOUR U304	Writing for the Media	
JOUR U330	TV Studio Production	
JOUR U333	News and Feature Writing	
JOUR U335	Video Editing	
JOUR U349	Health Messaging and the Media	
JOUR U351	Social Media Strategy	
JOUR U360	Copyediting	
JOUR U429	Crisis Communication	
JOUR U430	Media Management	
MKTG U350	Principles of Marketing	
Another Marketing course for which MKTG U350 is the prerequisite		
PSYC U311	Industrial and Organizational Psychology	

or SPCH U44Organizational Communication

**Additional Courses**

Select two additional courses from the above categories or any 300- 6  
level or above SPCH course

**Total Hours** 27

<sup>1</sup> JOUR U398 Special Topics in Journalism and SPCH U398 Topics in  
Speech Communication may be used if appropriate.

<sup>2</sup> COMM U399 Internship or Independent Study in Communication may  
be taken twice with appropriate consent to fulfill additional course  
categories.