

# Communication B.A.

## Communication Major

The B.A. Communication major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours. Students may choose to take a certificate to facilitate their path through the major.

### Required

Department Core:		
CM CORE 1001	Digital Toolbox	3
CM CORE 2020	Communication Research Methods	3
COMM 3155	Professional and Public Communication	3
CM CORE 3255	Advocacy Campaigns	3
COMM 3455	Creativity, Storytelling and Identity	3
CM CORE 4124	Communication and Media Theories	3
CM CORE 3900/5900	Internship in Communication and Media	3
Communication:		
COMM 2256 or COMM 2257 or COMM DM 1630	Performing Texts Argumentation and Debate Start a Podcast	3
COMM 2344 or COMM 2205 or COMM 4344/5344	Interpersonal Communication Group Communication Intercultural Communication	3
COMM 4155/5155 or COMM 4021/5021 or COMM 4022/5022 or COMM 4023/5023	Organizational Communication Assessment Quantitative Research Methods Qualitative Research Methods Rhetorical Research Methods	3
COMM 3001	Seminar in Communication: (Topic)	3
Select three from the following Theories and Concepts courses:		
COMM 2456	Communication and Popular Culture	
COMM 3000/5000	Selected Topics in Communication	
COMM 3236/ CAP 3128	Ethics in Communication	
COMM 3055	Organizational Communication	
COMM 3456	Practicing Public Advocacy	
COMM 4116/5116	Health Communication	
COMM 4120/5120	Inclusive Leadership in the Workplace	
COMM 4134/5134	Organizational Cultures and Communication	

COMM 4211/5211	Rhetoric and Civic Culture
COMM 4213/5213	Visual Rhetoric
COMM 4216/5216	Political Communication
COMM 4217/5217	Freedom of Speech
COMM 4218	Persuasion
COMM 4311	Nonverbal Communication
COMM 4320	Leadership Communication and Citizenship
COMM 4322/5322	Advanced Interpersonal Communication *
COMM 4333/5333	Communication and Conflict Management
COMM 4344/5344	Intercultural Communication
COMM 4346/5346	Gender Issues in Communication
COMM 4347/5347	Family Communication *
COMM 4412/5412	Performing History
COMM 4444/5444	Communication, Community, and Change
COMM 4446/5446	Voices from the Margin: Performance, Rhetoric, and Social Change
COMM 4448/5448	Cultural Performance
COMM 4544/5544	Digital Culture and Communication
COMM 4559	Communication Education and Training
COMM 4909/5909	Readings in Performance Studies *

**Total Hours** **42**

\* These courses have additional prerequisites as follows:  
 COMM 4155/5155 has prerequisites of COMM 3055; junior standing.  
 COMM 4909/5909 has prerequisites of COMM 2256;  
 COMM 4448/5448; junior standing.  
 COMM 4347/5347 and COMM 4322/5322 have prerequisite of COMM 2344.

## Four-Year Plan

### Communication, B.A.

This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

Course	Title	Hour
<b>Freshman</b>		
<b>Fall</b>		
COMM 1000	Oral Communication	3

## Communication B.A.

UNIFI/General Education or University Electives		12
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 2344	Interpersonal Communication (or COMM 1205 Group Communication Skills or COMM 4344 Intercultural Communication)	3
UNIFI/General Education or University Electives		12
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
CM CORE 1001	Digital Toolbox	3
CM CORE 2020	Communication Research Methods	3
UNIFI/General Education or University Electives		9
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 3155	Professional and Public Communication	3
COMM 2256	Performing Texts (or COMM 2257 or COMM DM 1630)	3
UNIFI/General Education or University Electives		10
<b>Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
CM CORE 3255	Advocacy Campaigns	3
Major Theories and Concepts Course		3
CM CORE 4124	Communication and Media Theories	3
UNIFI/General Education or University Electives		6
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 3455	Creativity, Storytelling and Identity	3
COMM 4155 or COMM 4021 or COMM 4022 or COMM 4023		3
UNIFI/General Education or University Electives		8
<b>Hours</b>		<b>14</b>
<b>Senior</b>		
<b>Fall</b>		
CM CORE 3900/5900	Internship in Communication and Media	3
Major Theories and Concepts Course		3
UNIFI/General Education or University Electives		9
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Major Theories and Concepts Course		3
COMM 3001	Seminar in Communication: (Topic)	3
UNIFI/General Education or University Electives		9
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>

- **SLO 1:** Connect communication and media knowledge (e.g theories, perspectives, principles, practices, skills, methodologies) with relevant experiences and/or new situations.

**Goal #2: Communicate competently (UNI learning goal: Communication)**

- **SLO 2a:** Communicate competently in a professional setting.
- **SLO 2b:** Create messages and/or digital content that reflect an understanding of the audience, purpose, and context.
- **SLO 2c:** Deliver messages and/or digital content in an appropriate and effective form.

**Goal #3: Think critically (UNI learning goal: Critical thinking)**

- **SLO 3a:** Think critically in a professional setting.
- **SLO 3b:** Critically evaluate issues, messages, or practices with a communication and media perspective.

## Policies

**Note:** Students majoring in Public Relations must achieve a minimum grade of C (2.00) in all courses to be applied toward departmental majors or minors. To graduate with a major in Communication (Liberal Arts), Digital Media, Interactive Digital Studies, or Public Relations, a student must earn a cumulative GPA of 2.50.

## Related Programs

- Communication and Media M.A.

## Learning Outcomes

### Communication, B.A.

**Goal #1: Apply knowledge (UNI learning goal: Program content knowledge)**