

**Communication
Bachelor of Arts**

Communication Core (12 hours)

- _____ SPC 2608 Basic Communication Skills
- _____ COM 2713 Writing for the Communication Professions (ENC1101, ENC1102)
- _____ COM 2203 Communication Dynamics
- _____ COM 4301 Communication Research

3000/4000 level Department of Communication courses (24 hours)

(Choose any with the following prefixes: ADV, COM, FIL, JOU, MMC, PUR, RTV, SPC)
See following page for list of Communication Arts courses.
Suggested: COM4940 Internship in Communication (requires senior standing, 2.7 GPA)

Communication Capstone courses (3 hours)

ADV4801 National Student Advertising Competition
Prerequisites: COM4301 or MAR4613; permission required

ADV4802 Integrated Communication Campaigns
Prerequisites: COM4301 or MAR4613, ADV3101

COM4103 Leadership Communication

JOU3940 Practicum: Voyager
Prerequisite: JOU3100

PUR4801 Public Relations Campaigns
Prerequisites: PUR3000 or COM3003, JOU3100, PUR3100

RTV3942 Argo News Practicum
Prerequisites: RTV3511, FIL4102 or JOU3100

Minor completed outside of the Department of Communication or a 15-hour area of concentration.

Advertising:

COM3003 Integrated Advertising/PR Concepts
ADV2214 Advertising Graphics I
ADV3213 Advertising Graphics II (ADV2214)
ADV3101 Creative Strat/Tactic I (ADV2214, COM3003)
ADV3300 Advertising Media (COM3003)
ADV4202 Creative Strategy & Tactics II (ADV3101)

Communication:

COM4014 Gender and Communication
COM4022 Health Communication
COM4110 Business and Professional Comm
COM4120 Organizational Communication
COM4465 Conflict Management
COM4620 Communication Ethics
COM4940 Internship

Journalism:

JOU3100 News Reporting (COM2713)
JOU3314 Environmental Reporting (JOU2100)
JOU3342 Media Convergence (JOU3100)
JOU3700 Issues in Journalism (JOU3100)
JOU4201 Newspaper Editing (JOU3100)
JOU4213 Newspaper Design
JOU4306 Writing Critical Reviews (JOU3100)
JOU4308 Magazine Writing (JOU3100)

Mass Media Communication:

MMC3601 Minorities and Mass Media
MMC4201 Constitution & the Press
MMC4203 Media Ethics
MMC4252 Media Sales

Public Relations:

COM3003 Integrated Advertising/PR Concepts
PUR3100 Writing for Public Relations (JOU3100)
PUR4203 Public Relations Law & Ethics (COM3003)
PUR4400 Crisis Public Relations (COM3003)
PUR4407 Managing Media Relations (COM3003)
PUR4600 Communication Management (PUR3100)
PUR4930 PR Issues and Trends (COM3003, PUR3100)

Speech:

SPC3301 Interpersonal Communication
SPC3593 Practicum in Forensics
SPC3605 Speech Writing, Analysis, Delivery
(SPC2608)
SPC4540 Propaganda & Persuasion
SPC4680 Rhetorical Communication

Telecommunication/production/film:

FIL4102 Writing for Film, TV, Radio
FIL4036 History of Motion Pictures
FIL4364 Documentary Film/TV
RTV3210 Radio Production
RTV3353 TV Production
RTV3511 Electronic Field Production (RTV3353)
RTV3400 History of TV
RTV3700 Broadcast Management

Communication Career Paths

Advertising

Core – 12 credit hours

Communication courses – 24 credit hours:

_____ COM3003 Integ. Ad & PR Concepts ((COM2713)	_____ ADV3213 Advertising Graphics II (ADV2214)
_____ JOU3100 News Reporting (COM2713)	_____ ADV3300 Advertising Media (COM3003)
_____ PUR3100 Writing for PR (JOU3100)	_____ ADV3101 Strat & Tactics I (COM3003, ADV2214)
_____ ADV2214 Advertising Graphics I	_____ ADV4202 Strat & Tactics II (ADV3101)

Capstone (choose one):

- _____ ADV4802 Advertising Campaigns (ADV2214, COM3003, ADV3101, COM4301 or MAR4613) – fall only
- _____ ADV4801 National Student Advertising Competition (COM4301 or MAR4613, permission req.) – spring only

Suggested Minors: Marketing Applications, Art

Communication

Core – 12 credit hours

Communication courses – choose 24 credit hours:

_____ COM3014 Gender Communication	_____ COM4620 Communication Ethics
_____ COM4022 Health Communication	_____ SPC3301 Interpersonal Communication
_____ COM4120 Organizational Communication	_____ SPC3593 Forensics Practicum
_____ COM4465 Conflict Management	_____ SPC4540 Propaganda & Persuasion
	_____ SPC4680 Rhetorical Communication

Suggested Minors: Marketing Applications, Psychology, Human Resources Certificate, International Studies

Journalism

Core – 12 credit hours

Communication courses – choose 24 credit hours:

_____ JOU3100 News Reporting (COM2713)	_____ MMC4102 Constitution & the Press
_____ JOU3314 Environmental Reporting (JOU3100)	_____ RTV3353 TV Production
_____ JOU3342 Media Convergence (JOU3100)	_____ RTV3511 Electronic Field Production (RTV3353)
_____ JOU4306 Writing Critical Reviews (JOU3100)	_____ RTV3301 Broadcast Journalism
_____ JOU4308 Magazine Writing	

Capstone (Choose one):

- _____ JOU3940 Voyager Practicum (JOU3100)
- _____ RTV3942 Argo News Practicum (JOU3100 or FIL4102, and RTV3353 & RTV3511)

Suggested minors: History, International Studies

Public Relations

Core – 12 credit hours

Communication courses – 24 credit hours:

_____ COM3003 Integ. Ad & PR Concepts (COM2713)
_____ JOU3100 News Reporting (COM2713)
_____ PUR3100 Writing for PR (JOU3100)
_____ ADV2214 Advertising Graphics I
_____ ADV3213 Advertising Graphics II (ADV2214)

_____ PUR4400 Crisis Public Relations (COM3003)
_____ PUR4407 Managing Media Relations (COM3003)
_____ PUR4930 PR Issues & Trends (PUR3100)
_____ PUR4600 Comm Management (PUR3100)

Capstone:

_____ PUR4801 PR Campaigns (COM3003, PUR3100)

Suggested Minors: Marketing Applications, Psychology, Hospitality-Recreation-Resort Management, International Studies

Telecommunication

Core – 12 credit hours

Communication courses – 24 credit hours:

_____ MMC4203 Media Ethics
_____ MMC4252 Media Sales
_____ RTV3353 Television Production
_____ RTV3511 Electronic Field Prod (RTV3533)
_____ RTV3210 Radio Production

_____ RTV3700 Broadcast Management
_____ FIL4102 Writing for Film, TV, Radio
_____ FIL4036 History of Motion Pictures
_____ FIL4364 Documentary Film

Capstone:

_____ RTV3942 Argo News Practicum (RTV3353, RTV3511, JOU3100 or FIL4102)

Suggested minors:

Art, Theatre, Marketing Applications, or area of concentration in film-related courses