
The Bachelor of Arts in Communication – Communication Studies prepares a student to work in fields as varied as sales, education, training and development, management, law enforcement and in administrative roles in information and service industries such as health care organizations. Our graduates also work in public relations, events planning, advertising, and with public and private agencies and organizations as Press Secretaries and Information Officers. The Bachelor of Arts in Communication also prepares the students to pursue graduate programs in Communication, Media Management, Law, Social Work, Education, Health Management, Rehabilitation Counseling, and Public Administration.

A – GENERAL EDUCATION CORE – 42 HOURS

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.

Required

090 - Integrative and Experiential Learning – 3 hours

COMM 1311 Introduction to Communication

Recommended

050 - Creative Arts – 3 hours

Choose one:

THTF 1310 Theatre Appreciation

THTF 2366 Cinema Appreciation

B – MAJOR REQUIREMENTS – 48 HOURS (39 advanced)

1 – Communication Core – 24 hours (15 advanced)

COMM 1315 Public Speaking

COMM 1318 Interpersonal Communication

COMM 2333 Small Group Communication

COMM 3316 Intercultural Communication

COMM 3331 Interviewing: Theory and Practice

COMM 3333 Theories of Communication

COMM 3350 Research in Communication

COMM 4315 Persuasive Communication

2 – Advanced Communication Electives – 24 hours (24 advanced)

C – FREE ELECTIVES – 12 HOURS (3 advanced)

Students are recommended to take COMM 4337/4624 Internship and/or COMM 4303.

D – MINOR – 18 HOURS (6 advanced)

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS

TOTAL ADVANCED HOURS – 48 HOURS

ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:

Admission requirements

COMM 1311 in the core with in their first year.

Progression requirements

All courses in the major require grade of 'C' or better.

Graduation requirements

In addition to the graduation requirements listed in the UTRGV 2017-2019 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV Department of Writing and Language Studies, and/or up to six credit hours of college-level language coursework.