

Degree Type – Bachelor of Arts (BA)
Degree Title – Communication Studies

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.

STUDENT LEARNING OUTCOMES:

1. **Students will be able to demonstrate interpersonal skills: active listening and perspective taking. Students will be able to ask appropriate questions, paraphrase content and emotions, use nonverbal responsive behaviors, and withhold judgment while listening.**
2. **Students will be able to demonstrate effective presentational speaking abilities: selecting and narrowing a topic, formulating a central idea, using appropriate support material and evidence, using appropriate organizational pattern, using language appropriate to the audience, using vocal variety, articulation, pronunciation and grammar, and using nonverbal.**
3. **Students will be able to demonstrate discipline-appropriate technology applications throughout their program (i.e., presentation software, library databases, search engines, etc.)**
4. **Students will be able to explain the components of the communication model, and list and explain the significance of two theories from the following list: interpersonal, small group, intercultural, and persuasion.**
5. **Students will be able to identify different parts of a research article and explain their significance to the scientific process.**

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

Integrative and Experiential Learning – 3 hours

COMM 1311 Introduction to Communication

Recommended

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 2015-2017 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.