

**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.

**Degree Type – Bachelor of Arts (BA)**  
**Degree Title – Communication with Teacher Certification (8-12)**

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**STUDENT LEARNING OUTCOMES:**

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**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:*

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THTF 2366 Cinema Appreciation

**B – MAJOR REQUIREMENTS – 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

**C – EDUCATION COMPONENT – 46 HOURS (34 advanced)****1 – Communication Component – 19 hours (10 advanced)**

COMM 1307 Introduction to Mass Communication  
COMM 2335 Argumentation and Debate  
COMM 3317 Communication for Classroom Teacher  
COMM 3335 Advanced Public Speaking  
COMM 4103 Practicum: Communication  
THTF 3321 Creative Drama  
THTF/ENGL 2313 Readings in Dramatic Literature

**2 – Teacher Certification – 27 hours (24 advanced)**

*Area of Certification: Speech (7-12)*

EDFR 2301 Intercultural Context of Schooling  
EDUC 3301 The Teaching Profession and Student Learning in Contemporary Schools  
EDUC 3302 Human Development, Learning Theories, and Student Learning  
EDUC 3303 Teaching in Today's Diverse Classrooms  
EDUC 3304 Instructional Planning, Classroom Management, and Assessment to Promote Student Learning  
EDUC 4306 Implementing and Assessing Effective Secondary Content Pedagogy  
READ 4305 Content Area Literacy  
EDUC 4611 Student Teaching Secondary or All-Level

**C – ELECTIVES – 8 HOURS**

**TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS**

**TOTAL ADVANCED HOURS – 49 HOURS**

**ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:****Admission requirements**

COMM 1311 in the core within their first year.

**Progression requirements**

All courses in the major require grade of 'C' or better. Students unable to be admitted to EDUC 4611 will be required to substitute 6 advanced hours, as recommended by advisor. For teacher certification, students must apply for admission and be accepted to the College of Education and P-16 Integration prior to enrolling in teacher certification courses, except for EDFR 2301 which is open to all students.