

**Bachelor of Arts in Communication**  
**2014 - 2015 Catalog**

**The University of Texas at Brownsville and Texas Southmost College**

This document provides a list of the UTB/TSC courses required for the major and their equivalent UTRGV courses.  
A significant number of courses have changed their course prefix, number, and title.  
For any additional information, please visit the Academic Advising Center.

***UTB/TSC Courses***

***Course Equivalents at UTRGV***

**A – GENERAL EDUCATION CORE – 42 HOURS**

**B – MAJOR REQUIREMENTS – 66 HOURS**

**1 – Core Courses for the Major – 36 hours**

COMM 1311 Introduction to Communication  
COMM 2311 Writing for the Mass Media  
COMM 3316 Intercultural Communication  
COMM 3323 Theories of Communication  
COMM 3326 Integrated Media Communication  
COMM 3335 Mass Communication and Society  
COMM 4311 Public Relations  
COMM 4344 Communication Campaign Development  
COMM 4345 Communication and Conflict Management  
COMM 4350 Research in Communication  
COMM 4360 Senior Capstone Experience in Communication

Choose one course:

COMM 3303 Communication Law and Ethics  
COMM 4303 Special Topics in Communication

**2 – Communication Electives – 30 hours**

(15 hours must be advanced electives 3000, 4000 level)

Choose 30 hours from the following:

SPCH 2333 Group Communications and Discussion  
COMM 1300 Social Media Communication  
COMM 1307 Introduction to Mass Media  
COMM 2316 Interviewing Principles  
COMM 2326 Digital Photojournalism  
COMM 2327 Introduction to Advertising  
COMM 2331 Radio/Television Announcing  
COMM 2333 Film and T.V. Production  
COMM 3310 Communication in Context  
COMM 3315 Methods and Strategies of Social Influence  
COMM 3325 Family Communication  
COMM 3330 Leadership Communication  
COMM 3353 Advanced Public Speaking  
COMM 3360 Feature Writing  
COMM 4312 Applied Organizational Communication  
COMM 4332 Principles of Instruction and Training  
COMM 4340 Advertising

Choose one course:

COMM 3312 Difficult Dialogues for Valuing Diversity  
COMM 3311 Gender and Communication

**C – ELECTIVES – 12 HOURS**

(3 hours must be advanced 3000, 4000 level)

**TOTAL CREDIT HOURS FOR GRADUATION – 120**

**TOTAL ADVANCED HOURS (minimum) – 36**

COMM 1311 Introduction to Communication  
COMM 3303 Writing for Mass Media  
COMM 3316 Intercultural Communication  
COMM 3333 Theories of Communication  
COMM 4332 Visual Communication  
COMM 3330 Mass Communication in Society  
COMM 3321 Public Relations: Theory and Practice  
COMM 4334 Communication Campaigns  
COMM 4345 Conflict Management  
COMM 3350 Research in Communication  
COMM 4360 Senior Capstone Experience in Communication

COMM 4313 Communication Law and Ethics  
COMM 4303 Special Topics

COMM 2333 Small Group Communication  
COMM 1300 Social Media Communication  
COMM 1307 Introduction to Mass Communication  
COMM 3331 Interviewing: Theory and Practice  
COMM 3326 Photojournalism  
COMM 3304 Advertising: Theory and Practice  
COMM 2331 Radio/Television Announcing  
COMM 1336 Television Production

No course equivalent

COMM 4315 Persuasive Communication  
COMM 3347 Family Communication  
COMM 4336 Applied Leadership Communication  
COMM 3335 Advanced Public Speaking  
COMM 3306 Feature Writing  
COMM 3332 Organizational Communication  
COMM 4330 Communication Training

No course equivalent

COMM 3312 Difficult Dialogues for Valuing Diversity  
COMM 3345 Gender and Communication

12 hours of Electives

(3 hours must be advanced 3000, 4000 level)

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