

BA in Communication - Strategic Communication Emphasis

Students majoring in communication must maintain a 2.500 grade point average (overall and in the major) and complete a minimum of 39 credit hours in communication, including 21 credit hours in the communication core. At least 18 credit hours must be in the following structured emphasis area.

| Course | Title | Hours |
|---|--|-------|
| Communication Core Courses | | |
| COMM 130 or COMM 190 | Communication and Society Introduction to Human Communication | 3 |
| COMM 301 | Writing for the Mass Audience | 3 |
| COMM 325 | Speaking in Business and the Professions | 3 |
| COMM 535 | Communication Analysis and Criticism | 3 |
| COMM 305 or COMM 306 | Visual Technologies Introduction to Multimedia | 3 |
| Select two of the following: | | 6 |
| COMM 430 | Communication Research and Inquiry | |
| COMM 630 | Communication Law and Responsibility | |
| COMM 631 | Historical and Theoretical Issues in Communication | |
| Strategic Communication Emphasis Courses | | |
| Select five of the following: | | 15 |
| COMM 302 | Interpersonal Communication | |
| COMM 312 | Nonverbal Communication | |
| COMM 313 | Argumentation & Advocacy | |
| COMM 321 | Introduction to Film Studies | |
| COMM 328 | Teamwork, Leadership and Group Communication | |
| COMM 335 | International and Intercultural Communication | |
| COMM 502 | Public Information Writing | |
| COMM 511 | Strategic Communication in Organizations | |
| COMM 640 | Issues in Corporate Communication | |
| COMM 660 or COMM 662 | Seminar in Communication Seminar in Communication | |
| Elective | | |
| Select one additional course in consultation with and advisor | | 3 |
| Total Credit Hours | | 39 |