COMMUNICATION: STRATEGIC COMMUNICATION Bachelor of Arts (BA)

At least 120 hours are required for graduation.
Students must earn a 2.5 overall GPA and a 2.5 GPA in the Communication major.
Students must also complete all courses required for Liberal Arts and Sciences General Education.
Foreign Language courses (or equivalents) are required for all BA degrees in the College of Liberal Arts and Sciences.
Students who wish to major in Communication must officially declare the major and must complete:

ENGL 101 College English I (3) with a grade of C or better
ENGL 102 College English II (3) with a grade of C or better
COMM 111 Public Speaking (3) with a grade of C or better
Grammar, Spelling, and Punctuation Dept. Exam (GSP) with passing grade before enrolling in COMM 301

COMMUNICATION MAJOR: 39 hours

Communication Core: 21 hours

either 130 Communication and Society (3)  
OR 190 Introduction to Human Communication (3)  
301 Writing for the Mass Audience (3) (GSP test with passing grade required to enroll)

either 305 Visual Technologies (3)  
OR 306 Introduction to Multimedia (3)  
325 Speaking in Business and the Professions (3)  
535 Communication Analysis and Criticism (3)

Select two of the following:

430 Communication Research and Inquiry (3)  
630 Communication Law and Responsibility (3)  
631 Historical and Theoretical Issues in Communication (3)

Strategic Communication Emphasis Courses: 15 hours

Select five of the following:

302 Interpersonal Communication (3)  
312 Nonverbal Communication (3)  
313 Argumentation and Advocacy (3)  
321 Introduction to Film Studies (3)  
328 Teamwork, Leadership, and Group Comm. (3)  
335 International and Intercultural Communication (3)  
502 Public Information Writing (3)  
511 Strategic Communication in Organizations (3)  
640 Issues in Corporate Communication (3)  
660 Seminar in Communication (3)

OR 662 Seminar in Communication (3)

Electives
Select one additional course in consultation with an advisor

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MINOR:
A minor in the Elliott School of Communication consists of two core courses plus 12 hours of electives (with 6 hours at the 300 level or above) chosen with the approval of a Communications Departmental advisor.