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**

Contact: Communication Dept 102 Elliott Hall 978-3185

**COMMUNICATION MAJOR:** 39 hours

**Communication Core:** 21 hours

**either**

- **130** Communication and Society (3)
- **191** Introduction to Human Communication (3)
- **301** Writing for the Mass Audience (3)

**OR**

- **305** Visual Technologies (3)
- **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.