

Bachelor of Arts

Communication with a Major in Strategic Communication (BA)

Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
Freshman		
Fall		
ENGL 110C	English Composition (Grade of C or better required)	3
Mathematical Skills		3
Human Creativity (May not use COMM 270A / THEA 270A)		3
Elective or Language and Culture I (May be waived; See requirement details)		3
COMM 101R	Public Speaking	3
Credit Hours		15
Spring		
Human Behavior (May not use COMM 200S)		3
Interpreting the Past		3
Information Literacy and Research (Can be met by COMM 272G)		3
Elective or Language and Culture II (May be waived; See requirement details)		3
COMM 260	Understanding Media	3
Credit Hours		15
Sophomore		
Fall		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (Grade of C or better required) or Writing, Rhetoric, and Research: Special Topics	3
Nature of Science I		4
Language and Culture III		3
Philosophy and Ethics		3
COMM 200S	Introduction to Human Communication	3
Credit Hours		16
Spring		
Literature		3
Nature of Science II		4
Language and Culture IV		3
Impact of Technology (Can be met with COMM 280T or COMM 372T)		3

COMM 335W or COMM 445	Rhetorical Criticism or Communication Analysis and Criticism	3
Credit Hours		16
Junior		
Fall		
Foundation course in Major Area		3
Applied Theories or Foundations course in Major Area (depending on major selected)		3
Applied Theories course in Major Area		3
COMM 301	Critical Methodologies	3
Upper-Division General Education Course or Minor		3
Credit Hours		15
Spring		
Foundation course in Major Area		3
Applied Theories course in Major Area		3
Applied Theories course in Major Area		3
COMM Elective		3
Upper-Division General Education Course or Minor		3
Credit Hours		15
Senior		
Fall		
Applied Theories course in Major Area		3
COMM Writing Intensive Course		3
Senior Experience course ¹		3
Elective course		3
Minor or Elective		3
Credit Hours		15
Spring		
Applied Theories course in Major Area		3
Applied Theories course in Major Area		3
Elective course		3
Elective course		1
Minor or Elective		3
Credit Hours		13
Total Credit Hours		120

¹ Please consult list of Senior Experience options relevant to each major.