

**SCHOOL OF COMMUNICATION**  
**COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES**  
 BACHELOR OF ARTS IN COMMUNICATION (BACOM)  
 MAJOR: COMMUNICATION (COMM)

FOR STUDENT DATE OF ENTRY UNDER UNDERGRADUATE CATALOG YEAR 2022-2023

The Communication Major requires 120 credit hours for graduation. This curriculum includes the following elements: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor, and Electives.

**REQUIREMENTS FOR MAJOR (I-III)**

Communication Majors take 22 credits in Core Degree Requirements and 24 credits in courses specific to the major for a total of 46 credits. See page 2 for other requirements and “progress toward degree” criteria. Only ADV, COMM, CMST, JMC, and PR courses will meet degree and major requirements.

**I. CORE DEGREE REQUIREMENTS (22 credits)—Required courses across all majors in School of Communication:**

- COMM 1004 First Semester Experience in Communication (1)
- COMM 1014 Introduction to Communication (3)
- COMM 2024 Media Writing (3). Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 2034 Visual Media (3). Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 2084 Media and Society (3)
- COMM 2094 Communication and Issues of Diversity (3) Pre: 1016 or ENGL 1106
- COMM 2124 Introduction to Communication Research (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 4024 Communication Law (3). Senior standing.

**II. MAJOR REQUIREMENTS (15 credits)**

*Note: COMM 2004 & COMM 2014 are alternatives to COMM 1015-1016 only for transfer students entering after freshman year:*

- COMM 1015 Communication Skills I (3)    OR     COMM 2004 Public Speaking (3) Sophomore standing.
- COMM 1016 Communication Skills II (3)     COMM 2014 Speech Communication (3)
- CMST 2064 The Tradition of Rhetoric and Societal Change (3)
- CMST 3214 Professional Communication (3) Pre: COMM 1016 or COMM 2004
- CMST 4714 Senior Seminar in Communication (3) Senior standing.

**III. MAJOR ELECTIVES (9 credits) Pick three courses total: (at least one must be at the 4000-level)**

- ADV 2134/CMST 2134 Introduction to Health Communication (3)
- ADV 4324/CMST 4324 Issues in Health Communication (3) Junior standing.
- CMST 3024 Digital Publishing (3) Pre: COMM 2034
- CMST 3064 Persuasion (3) Junior standing. Pre: COMM 1014
- CMST 3074 Persuasive Public Speaking (3) Pre: COMM 1016 or COMM 2004
- CMST 3124 Interpersonal Communication (3) Junior standing.
- CMST 3134 Public Advocacy (3) Junior standing. Pre: COMM 1016 or COMM 2004
- CMST 4174 Digital Advocacy Campaigns (3) Senior standing. Pre: COMM 1016 or 2004 & COMM 2124
- CMST 4214 Web Content Management Strategies (3)
- CMST 4224 Topics in Media Criticism (3) Senior standing.
- CMST 4244 Topics in Communication (3) Junior standing. Pre: COMM 1014
- COMM 4974 Independent Study [or Internship] (3)
- JMC 1114 Introduction to Media Production Technology (3)
- JMC 3254 (PSCI 3254) Media and Politics (3) Junior standing.
- JMC 4014 Media Effects (3) Junior standing. Pre: COMM 2124
- JMC 4264 Social Media Theory and Practice (3) Pre: COMM 2034
- JMC 4334 Communication Ethics (3) Junior standing.
- JMC 4374 New Communications Technology (3) Junior standing. Pre: COMM 2084 or 4014
- PR 3324 Corporate Communication (3) Junior standing.
- PR 4074 Organizational Communication (3) Senior standing.

**Total major credits: 46**

**Prerequisites:** Some courses listed on this checksheet have prerequisites. Be sure to consult the University Course Catalog and/or check with your adviser.

**IV. PATHWAYS TO GENERAL EDUCATION (45 credits)**

Communication Majors are required to broaden their education by sampling courses from many disciplines. Courses taken to meet Core Degree Requirements (see Page 1) cannot double-count in Pathways.

Pathways Core 1 Discourse Select 3 courses	(9 credits)	(3)1f _____	(3)1f _____	(3)1a _____
Pathways Core 2 Critical Thinking in the Humanities Select 2 courses	(6 credits)	(3)_____	(3)_____	
Pathways Core 3 Reasoning in the Social Sciences Select 2 courses	(6 credits)	(3)_____	(3)_____	
Pathways Core 4 Reasoning in the Natural Sciences Select 2 courses	(6 credits)	(3)_____	(3)_____	
Pathways Core 5 Quantitative & Computational Thinking Select 3 courses	(9 credits)	(3)5f _____	(3)5f _____	(3)5a _____
Pathways Core 6 Critique & Practice in Design & Art Select 2 courses	(6 credits)	(3)6a _____	(3)6d _____	
Pathways Core 7 Critical Analysis of Identity & Equity in U.S. Select 1 course	(3 credits)	(3)_____		

**Pathways credits: 45**

**V. MINOR and ELECTIVES (29 credits)**

Besides Major and Pathways requirements, students must complete the following to reach 120 credits for graduation:

1. **Minor, cognate, or double major**—Beyond studies in Communication, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major).
2. **Electives**—Once students complete a minor or cognate, they still need further credits for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, other non-required Pathways, or foreign language courses. Students **should NOT include ADV, COMM, CMST, JMC, or PR courses** among these electives.

**Minor and elective credits: 29**

**Total credits for graduation: 120**

**GRADUATION REQUIREMENTS**

1. Minimum of 120 semester credit hours total from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor, and Electives.
2. Minimum of 46 credits in ADV, COMM, CMST, JMC, and PR; minimum 72 credits outside ADV, COMM, CMST, JMC, and PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, CMST, JMC, and PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. ADV, COMM, CMST, JMC, or PR courses taken for a minor or cognate may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
  - 3 years of single foreign language in high school, OR
  - 2 years of a single language in high school plus 1106 or equivalent in college, OR
  - 1105-1106 or equivalent in college. (This credit must be in addition to the 120 credits required for graduation.)

**PROGRESS TOWARD DEGREE**

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 1014 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All ADV, COMM, CMST, JMC, and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in COMM or another School of Communication major.