

# DEPARTMENT OF COMMUNICATIONS SCHOOL OF LIBERAL ARTS

**Dr. Jeffery Gentry, Department Head**

Dr. David Blakely  
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Mr. Lee Williams

## THE GOALS OF THE DEPARTMENT OF COMMUNICATIONS

1. Foster the skills of critical thinking, writing, research, and oral communication among our students.
2. Serve the University and the community through the provision of quality general education courses that prepare students for their adult roles as citizens and carriers of culture.
3. Offer innovative programs and quality teaching within the classroom and through distance education.
4. Facilitate the formation of a group of scholars consisting of faculty and students that meets outside of course/credit settings.
5. Encourage faculty scholarship.
6. Provide traditional and nontraditional students a quality baccalaureate degree in communications.
7. Foster the values of scholarship, creativity, appreciation of diversity, and community service among our faculty, staff, and students.
8. Recruit and retain high quality students, both traditional and nontraditional.

## PROGRAMS OF STUDY

### Bachelor of Arts

Communications

Option: Communication Arts

Option: Corporate Communications

Option: Radio-Television

### Minors

Communication Arts

Corporate Communications

Radio-Television

# BACHELOR OF ARTS

## COMMUNICATIONS (114)

OPTION: COMMUNICATION ARTS (114A)

OPTION: CORPORATE COMMUNICATIONS (114C)

OPTION: RADIO-TELEVISION (114X)

The Bachelor of Arts in Communications stresses competence in oral and written communication and critical thinking skills that will serve the student for a lifetime. Students also acquire specific knowledge and skills needed to function in a variety of career opportunities at broadcast facilities, corporations, and civic enterprises. Such endeavors include but are not limited to media production/talent, corporate management, marketing, advertising and public relations, sales, promotions, law school, ministry, human relations, public speaking, and corporate and civic leadership.

REQUIRED HOURS .....120

**Communications** .....9

- ENGL 1113 Composition I
- ENGL 1213 Composition II
- SPCH 1113 Speech Communication

**Social and Behavioral Sciences** .....9

History .....3

*Select from the following:*

- HIST 2483 American History to 1877
- HIST 2493 American History since 1877

POLS 1113 American Federal Government .....3

Social Science .....3

*Select from the following:*

- ECON 2113 Principles of Macroeconomics
- ECON 2123 Principles of Microeconomics
- PSY 1113 Introduction to Psychology
- SOC 1113 Introduction to Sociology

**Science and Mathematics**.....11

Physical Science .....4

*Select from the following:*

- CHEM 1315 General Chemistry I
- GEOL 1014 Earth Science
- GEOL 1114 Physical Geology
- GEOL 1124 Physical Geography
- GEOL 1224 Historical Geology
- GEOL 2124 Astronomy
- PHYS 1014 General Physical Science
- PHYS 1114 General Physics I

Biological Science .....4

*Select from the following:*

- BIOL 1114 General Biology
- BIOL 1134 General Environmental Biology
- BIOL 1144 General Cellular Biology

Mathematics .....3-5

*Select from the following:*

- MATH 1503 Mathematics for Critical Thinking
- MATH 1513 College Algebra
- MATH 1613 Trigonometry
- MATH 1715 Pre-Calculus
- MATH 2264 Analytical Geometry and Calculus I

**Humanities** .....6

*Select from the following:*

- ART (HUM) 1113 Art Appreciation
- COMM (HUM) 2413 Theatre Appreciation
- ENGL 2613 Introduction to Literature
- HUM 2113 Humanities I
- HUM 2223 Humanities II
- HUM 2893 Cinema
- MUSC (HUM) 2573 Music Appreciation
- PHIL 1113 Introduction to Philosophy

**Global Studies** .....3

*Select from the following:*

- BIOL 3104 Plants and Civilization
- ECON 3003 International Economic Issues and Policies
- GEOG 2243 Human Geography
- HIST 2013 World Civilization I
- HIST 2023 World Civilization II
- HUM 3633 Comparative Religion
- LANG 1113 Foundations of World Languages
- NAMS 1143 Native Americans of North America
- NAMS 2503 Cherokee I
- PHIL 1313 Values and Ethics
- POLS 3053 International Relations
- SOC 3213 Minority Groups
- SPAN 1113 Beginning Spanish I

**Elective** .....3

*Select three additional hours from the courses listed above and not previously selected.*

**Program Requirements**

**Common Core .....24**

- COMM 1003 Introduction to Mass Communication
- COMM 1123 Interpersonal Communication
- COMM 3023 Writing for the Media
- COMM 3253 Argumentation & Persuasion
- COMM 3833 Communications Theory
- COMM 4163 Global Communication
- COMM 4913 Senior Capstone
- SBS 3013 Research Methods I: Research Designs

**Communication Arts Option.....15**

Required Courses

- COMM 1713 Voice & Articulation
- COMM 2523 Acting
- COMM 3613 Mass Media Communication
- COMM 4223 Communication in Organizations
- COMM 4513 Script Writing

**Corporate Communications Option.....15**

Required Courses

- COMM 2003 Video Production
- COMM 2723 Small Group Discussion
- COMM 3033 Corporate Media Production
- COMM 3113 Public Relations Strategies
- COMM 4223 Communications in Organizations

**Radio–Television Option.....15**

Required Courses

- COMM 2003 Video Production
- COMM 2013 Audio Production
- COMM 3173 News Reporting
- COMM 3413 Media Law
- COMM 3753 Advanced Broadcast Practicum

**Electives .....9**

(Also eligible are any courses listed in an alternate option above.)

- BADM 3913 Communication Skills for Managers and Professionals
- COMM 2703 Radio–Television Announcing
- COMM 3233 Media Sales & Advertising
- COMM 3853 Sports Broadcasting
- COMM 4203 Media Management
- COMM 4253 Broadcasting Internship
- COMM 4283 Corporate Communication Internship
- COMM 4323 Women and Minorities in Media
- POLS 4043 Media and Politics

**Selected Minor .....18–24**

**Free Electives .....7–13**

**Total Credit Hours .....120**

A minor requires completion of at least 18-24 designated credit hours of course work outside the student's major field, including a minimum of 9 upper-division credit hours, and may have a required core. The same courses may not be used to fulfill the requirements for both a major and a minor.

### MINOR IN COMMUNICATION ARTS (114A)

|                     |                                    |          |
|---------------------|------------------------------------|----------|
| <b>Core Courses</b> | .....                              | <b>9</b> |
| COMM 1003           | Introduction to Mass Communication |          |
| COMM 1123           | Interpersonal Communication        |          |
| COMM 3253           | Argumentation and Persuasion       |          |
| <b>Electives</b>    | .....                              | <b>9</b> |
| COMM 3613           | Mass Media Communication           |          |
| COMM 3833           | Communication Theory               |          |
| COMM 4163           | Global Communication               |          |
| COMM 2523           | Acting                             |          |
| COMM 4223           | Communication in Organizations     |          |
| COMM 4513           | Script Writing                     |          |

Other courses with a COMM prefix may be applied toward this emphasis upon the recommendation of the student's advisor and the approval of the department head and the Dean of Liberal Arts.

*Not open to students choosing Bachelor of Arts in Communications.*

### MINOR IN CORPORATE COMMUNICATIONS (114C)

|                     |                                    |          |
|---------------------|------------------------------------|----------|
| <b>Core Courses</b> | .....                              | <b>9</b> |
| COMM 1003           | Introduction to Mass Communication |          |
| COMM 3113           | Public Relations Strategies        |          |
| COMM 3413           | Media Law                          |          |
| <b>Electives</b>    | .....                              | <b>9</b> |
| COMM 2003           | Video Production                   |          |
| COMM 2723           | Small Group Discussion             |          |
| COMM 3023           | Writing for the Media              |          |
| COMM 3033           | Corporate Media Production         |          |
| COMM 3233           | Media Sales & Advertising          |          |
| COMM 4223           | Communications in Organizations    |          |

**Total Credit Hours** ..... **18**

Other courses with a COMM prefix may be applied toward this emphasis upon the recommendation of the student's advisor and the approval of the department head and the Dean of Liberal Arts.

*Not open to students choosing Bachelor of Arts in Communications.*

### MINOR IN RADIO-TELEVISION (114X)

|                     |                                    |          |
|---------------------|------------------------------------|----------|
| <b>Core Courses</b> | .....                              | <b>9</b> |
| COMM 1003           | Introduction to Mass Communication |          |
| COMM 2003           | Video Production                   |          |
| COMM 2013           | Audio Production                   |          |
| <b>Electives</b>    | .....                              | <b>9</b> |
| COMM 2703           | Radio/Television Announcing        |          |
| COMM 3023           | Writing for the Media              |          |
| COMM 3173           | News Reporting                     |          |
| COMM 3233           | Media Sales & Advertising          |          |
| COMM 3413           | Media Law                          |          |
| COMM 3753           | Advanced Broadcast Practicum       |          |

**Total Credit Hours** ..... **18**

Other courses with a COMM prefix may be applied toward this emphasis upon the recommendation of the student's advisor and the approval of the department head and the Dean of Liberal Arts.

*Not open to students choosing Bachelors of Arts in Communications.*