



Department of Communication Arts BFA Communication

The B.F.A. with a major in Communication prepares students for a wide variety of professional careers. Through the study of the theory and practice of communication, students in the Communication major gain expertise in the skills most valued in the 21st century workplace.

The National Association of Colleges and Employers conducts an annual survey, asking employers to identify the top skills they seek in college graduates. Of the top ten skills identified, nine of them are directly related to courses taught in the B.F.A. Communication major. Similarly, for over four decades, the Fortune 500's list of most valued skills has been dominated by those taught in the Communication major.

University Core (Areas A to E)42 hours

Core Curriculum Area F.....18 hours

- COMM 1110 Public Speaking (3-0-3) or COMM 1100 if not taken in Area C
- COMM 1500 Introduction to Communication Studies (3-0-3)
- COMM 1800 Communication Technology (2-2-3)
- COMM 2100 Communication Theory (3-0-3)
- COMM 2300 Interpersonal Communication (3-0-3)
- COMM 2500 Communication, Culture, and Community (3-0-3)

Communication Core.....30 hours

Communication and Values

- COMM 3011 Argumentation and Advocacy (3-0-3)
- COMM 3021 Persuasion (3-0-3)
- COMM 3031 Communication Law and Ethics (3-0-3)

Workplace Skills

- COMM 3311 Teams and Leadership (2-2-3)
- COMM 3321 Conflict Management (3-0-3)
- COMM 3331 Creativity and Communication Design (2-2-3)

Communication Analysis

- COMM 3111 Applied Communication Research (3-0-3)
- COMM 4111 Data Analytics (3-0-3)

Social Media Applications

- COMM 3411 Visual Communication and Aesthetics (3-0-3)
- COMM 3421 Social Media Strategies (3-0-3)

Emphasis (Select Interpersonal or Organizational Communication)12 hours

Interpersonal Communication Emphasis

- COMM 4401 Advanced Interpersonal Communication (3-0-3)
- COMM 4461 Interpersonal Communication Capstone (3-0-3)

Select one of the Following:

- COMM 4421 Nonverbal Communication (3-0-3)
- COMM 4431 Interviewing and Listening (3-0-3)

Select one of the following:

- COMM 3231 Health Communication (3-0-3)
- COMM 4441 Communication across Difference (3-0-3)

Organizational Communication Emphasis

- COMM 4501 Organizational Communication (3-0-3)
- COMM 4511 Professional Communication (3-0-3)
- COMM 4561 Organizational Communication Capstone (3-0-3)

Select one of the following:

- COMM 4521 Crisis Communication and Negotiation (3-0-3)
- COMM 4531 Communicating Globally (3-0-3)

Total Hours in Major60 hours

Elective Hours.....18 hours

Total Hours in Program120 hours

GPA Requirements

Students who declare a major in communication must earn a grade point average of 2.25 or better in all Area F courses. Any student who fails to earn a 2.25 in Area F courses will be notified of the deficiency and automatically switched to an undeclared major status.

Skills you will learn

As a major in the Communication program you will:

- develop strong written and verbal communication skills.
- develop excellent interpersonal skills.
- develop strong public speaking skills.
- develop superior team, leadership, project, and meeting management skills.
- develop the ability to work in a diverse world and manage conflict.
- develop technology skills necessary for success in the workplace.
- develop critical thinking and information literacy skills.

Sample careers for Communication graduates

Employment opportunities for Communication graduates include:

- Account Manager/Executive
- Sales and Marketing Specialist/Manager
- Human Resources Manager
- Corporate Communications Manager
- Web and Social Media Manager
- Training and Communication Administrator
- Events Management Director
- Higher Education Teacher (with advanced degree)