

# Communication, BA

~~Students majoring in Communication must complete a minimum of 36 semester hours in Communication courses. At least 18 of these must be taken at UMSL. Furthermore, at least 12 semester hours of the Communication courses completed must be numbered 3000-4999. All students must complete the required courses and earn a C or better in all courses applied to the degree.~~ Students majoring in communication must complete a minimum of 36 credit-hours in communication courses. Students may complete either a general communication degree or they may select one of four different emphasis areas as a focus for their studies: Interpersonal Communication, Mass Communication, Applied Visual Communication, or Strategic Communication. To complete the degree with one of these emphases, the student must complete the 21 credit-hour core and at least 15 hours of electives from within the selected emphasis area. In addition, the skills and knowledge applied in the required Practicum/Internship should be consistent with the selected emphasis area. Students seeking a general communication degree must complete the 21 credit-hour core and can select elective courses from any combination of the emphasis areas.

## General Education Requirements

Majors must satisfy the university and college **general education requirements**. The college's foreign language requirement may be taken in any language. Communication courses may not be taken on a satisfactory/unsatisfactory basis.

## Degree Requirements

At least 18 credit hours must be taken at UMSL. Furthermore, at least 12 credit hours of the communication courses completed must be numbered 3000-4999 for students seeking a general communication degree, as well as for students pursuing an emphasis area. All students must earn a C or better in each of the required core courses of the major and maintain a 2.0 grade point average in all of the courses applied to the communication degree.

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### Required Courses

COMM 1030	Interpersonal Communication I (MOTR COMM 120)	3
COMM 1050	Introduction to Mass Communication	3
COMM 2231	Communication in the Organization	3
COMM 2232	Effective Communication in the Organization: Tools for Leadership	3
COMM 2235	Professional Communication	3
COMM 3330	Research Methods in Communication I	3
<del>COMM 3332</del>	<del>Intercultural Communication</del>	<del>3</del>
COMM 4920	Practicum in Applied Communication	3
or COMM 4950	Internship in Applied Communication	
<b>Total Hours</b>		<b>18 21</b>

~~Students may apply up to three of the approved media studies courses listed below toward the major as Communication electives.~~

<del>MEDIA ST 1100</del>	<del>Introduction to Advertising</del>	<del>3</del>
<del>MEDIA ST 1110</del>	<del>Introduction to Broadcasting and Digital Media</del>	<del>3</del>
<del>MEDIA ST 2080</del>	<del>Advertising Copywriting</del>	<del>3</del>
<del>MEDIA ST 2180</del>	<del>Introduction to News Writing</del>	<del>3</del>

<del>MEDIA ST 2235</del>	<del>Media Theory</del>	<del>3</del>
<del>MEDIA ST 3025</del>	<del>Current Issues in Strategic Communication</del>	<del>3</del>
<del>MEDIA ST 3317</del>	<del>Audio Media Industries</del>	<del>3</del>
<del>MEDIA ST 3350</del>	<del>Mass Media History</del>	<del>3</del>
<del>MEDIA ST 3355</del>	<del>Media Law and Regulation</del>	<del>3</del>

## Interpersonal Communication Emphasis

The interpersonal emphasis area focuses on communication between individuals and the impact of verbal and nonverbal communication on personal relationships. 15 credits are needed.

Up to six credit hours of Special Topics Courses, Directed Readings courses, and Supervised Research courses offered by the Communication and Media Department can be applied to the emphasis area if the specific topic of the course is relevant to the emphasis area.

Choose five of the following courses:

COMM 1369	Introduction to Health Communication	
COMM 2230	Small Group Communication (MOTR COMM 125)	
COMM 2240	Persuasive Communication	
COMM 3130	Advanced Interpersonal Communication	
COMM 3337	Male/Female Communication	
COMM 3368	Advanced Health Communication	
COMM 4500	Seminar in Fundamental Communication Theory	
COMM 4650	Seminar in Fundamental Interpersonal Communication Theory	
<b>Total Hours</b>		<b>15</b>

## Mass Communication Emphasis

The Mass Communication emphasis area focuses on the effects of mass media and the processes through which users create, distribute, and interpret these messages. 15 credits are needed.

Up to six credit hours of Special Topics Courses, Directed Readings courses, and Supervised Research courses offered by the Communication and Media Department can be applied to the emphasis area if the specific topic of the course is relevant to the emphasis area.

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Choose five of the following courses:

MEDIA ST 1070	Introduction to Cinema
COMM 1369	Introduction to Health Communication
MEDIA ST 2235	Media Theory
COMM 3355	Dangerous Messages
MEDIA ST 3355	Media Law and Regulation
MEDIA ST 3356	Global Media Systems and Trends
COMM 3368	Advanced Health Communication
COMM 4500	Seminar in Fundamental Communication Theory
COMM 4700	Seminar in Fundamental Mass Communication Theory

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**Total Hours**

**15**

## Applied Visual Communication Emphasis

The applied visual communication emphasis area offers hands-on learning related to media production, focusing on developing skills to convey information and tell stories through time-based digital media. 15 credits are needed.

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Choose five of the following courses:

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MEDIA ST 1070	Introduction to Cinema
MEDIA ST 2113	Media Production I
THEATR 2020	Acting for the Camera
MEDIA ST 2210	Video Production I
MEDIA ST 3310	Video Production II
MEDIA ST 3313	Advanced Video Editing
MEDIA ST 2225	Live Events Media
MEDIA ST 3113	Media Production II
THEATR 4020	Directing for the Camera

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**Total Hours**

**15**

## Strategic Communication Emphasis

The strategic communication emphasis area deals with public and inter-organizational communication intended to serve a specific company goal or purpose. It is an interdisciplinary emphasis that can incorporate areas from public relations, advertising, and organizational communication. 15 credits are needed.

Up to six credit hours of Special Topics Courses, Directed Readings courses, and Supervised Research courses offered by the Communication and Media Department can be applied to the emphasis area if the specific topic of the course is relevant to the emphasis area.

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Choose five of the following courses:

MEDIA ST 1100	Introduction to Advertising
COMM 1150	Introduction to Public Relations
COMM 1369	Introduction to Health Communication
MEDIA ST 2080	Advertising Copywriting
COMM 2180	Public Relations Writing
MEDIA ST 2180	Introduction to News Writing
COMM 2240	Persuasive Communication
MEDIA ST 3025	Current Issues in Strategic Communication
COMM 3150	Crisis, Disaster, and Risk Communication
MEDIA ST 3150	Feature Writing
MEDIA ST 3338	Advertising Technique
COMM 3355	Dangerous Messages
MEDIA ST 3355	Media Law and Regulation
COMM 3368	Advanced Health Communication
COMM 3370	Social Media in Public Relations
COMM 4100	Communication Campaigns
COMM 4500	Seminar in Fundamental Communication Theory
COMM 4600	Seminar in Fundamental Organizational Communication Theory

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**Total Hours**

**15**

Sign-offs from other departments affected by this proposal

None

## Rationale

An additional course – COMM 2235 – is being added to the communication degree requirements in order to address a gap in the program outcomes identified through the curriculum alignment process. "Intercultural Communication" (COMM 3332) - is being changed to a 2000-level course (COMM 2332). The minimum grade requirement and requirements for maintaining a minimum average grade in courses applied to the degree is being revised to be more consistent with current practice and with the practice of other, similar programs. In addition, four optional emphasis areas are being added to better address the merging of the communication program with the media studies program. Each focuses on a specific type of communication within the field and allows interested students to tailor their degree to their area of focus (and communicate that specialization to potential employers).