

# Communication - B.A.

The Communication bachelor's degree provides students with the opportunity to build upon foundational communication principles and leverage new knowledge into practical skills and marketable proficiencies. Graduates of this program can seek opportunities in a number of various and challenging positions.

Upon completion of the program, graduates are expected to:

- Discuss the research literature of the subfields of communication, such as organizational, interpersonal, intercultural, rhetorical or media.
- Analyze the processes of how humans communicate to solve problems where ethical judgments, professional values and culturally-sensitive competencies are required.
- Develop purposeful messages in a variety of mediums for a range of audiences.
- Apply communication theories and methods to the creation of original work.

Upon completion of the Professional Communication specialization, graduates are expected to:

- Demonstrate excellence in the processes of professional writing, such as drafting, revising, editing and publishing.

## Communication

A four-year program leading to the bachelor of arts degree

### Major Courses

COMM1001	Introduction to Communication	3
COMM1200	Communicating for Social Change	3
COMM2150	Visual Communication	3
COMM2400	Communicating in Relationships	3
COMM3150	Organizations, Power, and Identity	3
COMM3400	Communicating Across Cultures	3
or PSYC4150	Psychology of Conflict Resolution	
COMM4150	The Elements of Persuasion	3
COMM4500	Communication Research Methods	3
COMM4900	Communication Capstone	3
MCST3090	Critical Perspectives on New Media	3

### Major Electives, Minor or Specialization

Choose 15 credits from the following courses or a minor or specialization listed below: \*

ACCT1210	Financial Accounting	
ACCT1220	Managerial Accounting	
ADVC1010	Marketing Communications	
ADVC1011	Media Strategy	
ADVC2001	Creative Concepts and Strategy	
ADVC4015	Integrated Marketing Communications Seminar I	
BUS1001	Introduction to Business and Management	
ECON1001	Macroeconomics	
ECON1002	Microeconomics	
FISV2000	Finance	
FIT1040	Spreadsheet Design for Business Solutions	
LAW2001	The Legal Environment of Business I	
MGMT2001	Human Resource Management	
MRKT1001	Marketing Foundations	
MRKT3045	Social Media Marketing	

Or

Minor in Human Resource Management \*\*

Or

Minor in Leadership Studies \*\*

Or

Specialization in Professional Communication

Choose five of the following:

ENG2010	Introduction to Technical Communication	
ENG2401	Introduction to Creative Writing	
ENG3010	Technical Editing	
ENG3016	Advanced Business Communication	
ENG3030	Introduction to Food Writing	
ENG3050	Introduction to Travel Writing	

### Applied/Experiential Learning

Choose 9 credits from the following: 9

ASCI4799	College of Arts & Sciences Internship ***	
DEE3999	Directed Experiential Education <sup>D</sup>	

RSCH3830	Undergraduate Research Experience	
Study Abroad <sup>5a</sup>		
<b>A&amp;S Core Experience</b>		
Communications Foundation Courses 9		
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning 6		
Two ILS courses, one at the 2000 level, one at the 4000 level		
Arts & Humanities 6		
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics 6		
MATH1002	A Survey of College Mathematics (or higher, based on a student's placement)	
MATH2001	Statistics I	
Science 3		
One course from BIO, CHM, PHY or SCI		
Social Science 6		
Two courses from different disciplines: ANTH, ECON, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives 6		
Two courses with an EASC attribute		
Free Electives <sup>#</sup> 24		
24 credits selected from 1000-4999 offerings within the university		
<b>Total Credits</b>		<b>120.0</b>

\* Students are responsible for meeting prerequisites.

\*\* Students selecting a minor should refer to the catalog page for the course requirements: Human Resource Management, Leadership Studies.

\*\*\* Internships will be available for the Communication program, but they will not be required. For online students who do not wish to register for an internship, three 3000+ courses with an EASC attribute or from the following disciplines can be taken in place of an internship: ADVC, ENG, LEAD, MGMT, MRKT, PSYC, or SOC.

<sup>D</sup> Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>5a</sup> To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

<sup>#</sup> In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

NOTE: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math course(s).

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?