

2013-2014

**Bachelor of Arts Communication Studies
CORPORATE COMMUNICATION EMPHASIS CURRICULUM GUIDE**

FRESHMAN SEMESTER – 1			FRESHMAN SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
ENGL 1301	Academic Writing and Argumentation	3 hours	ENGL 1302 (PR) or 2311 (PR)	Research and Rhetoric or Professional and Technical writing	3 hours
CORE 90	Institutionally Designated Option	3 hours	CORE 30	Natural Science Core	3-4hrs
CORE 20	Mathematics Core	3 hours	CORE 50	Visual & Performing Arts Core	3 hours
MCOM 1307	Introduction to Mass Communication	3 hours	CORE 60	Refer to Degree Checklist	3 hours
COMM 1315	Basic Public Speaking	3 hours	COMM 1318	Interpersonal Communication	3 hours
	Total Semester Hours	15		Total Semester Hours	15 -16

SOPHOMORE SEMESTER – 1			SOPHOMORE SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
POSC 2305 or 2370	American National Government	3 hours	POSC 2306	State & Local Govt.	3 hours
COMM CORE	See Corporate Communication Emphasis list below ♦	3 hours	COMM 2377 or 3370 or ELECTIVE(N)	Intercultural Communication (if not taken for Core 80) or Gender Communication	3 hours
CORE 80(N)	Refer to Degree Checklist	3 hours	COMM CORE	See Corporate Communication Emphasis list below ♦	3 hours
COMM 2376	Communication Theory	3 hours	ELECTIVE	Free Elective	3 hours
CORE 60	Refer to Degree Checklist	3 hours	CORE 30	Natural Science Core	3 -4hrs
	Total Semester Hours	15		Total Semester Hours	15-16

JUNIOR SEMESTER – 1			JUNIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
Foreign Language	Refer to Degree Checklist	3-4 hrs	COMM 3315 (PR)	Research Methods (PR)	3 hours
COMM 3341	Persuasion	3 hours	Foreign Language	Refer to Degree Checklist	3-4 hrs
ELECTIVE	Free Elective	3 hours	COMM CORE	See Corporate Communication Emphasis list below ♦	3 hours
COMM CORE	See Corporate Communication Emphasis list below ♦	3 hours	BA Requirement	Refer to Degree Checklist	3 hours
COMM 4398	Communication Internship	3 hours	ELECTIVE	Free Elective	3 hours
	Total Semester Hours	15-16		Total Semester Hours	15-16

SENIOR SEMESTER – 1			SENIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
BA Requirement	Refer to Degree Checklist	3 hours	COMM CORE	See Corporate Communication Emphasis list below ♦	3 hours
ELECTIVE	Free Elective	3 hours	ELECTIVE	Free Elective	3 hours
COMM 4301	Introduction to Rhetorical Criticism	3 hours	ELECTIVE	Free Elective	3 hours
ELECTIVE	Free Elective	3 hours	ELECTIVE	Free Elective	3 hours
ELECTIVE	Free Elective	0-3 hrs♦♦	ELECTIVE	Free Elective	0-2 hrs♦♦
	Total Semester Hours	12-15		Total Semester Hours	12-14

FA=Fall only PR=Prerequisite N=See note SP=Spring only SU=Summer only

Notes:

- **COMM 2377 or 3370 or ELECTIVE:** If 2377 is taken to satisfy **Core 80** requirement, Communication Studies Core is 15 hours, which allows three additional elective hours.
- **COMM 3315:** prerequisite is COMM 2376.
- **ELECTIVES:** Students may take additional course work in Communication Studies (COMM) to fulfill their **Free Elective** requirements; however, the total number of COMM hours cannot exceed 60.
- **Recommended Electives** include MCOM 3307 Public Relations Campaigns (FA), MCOM 3313 Public Relations Copywriting (SP); MCOM 3350 Public Relations and Publicity (SP).
- ♦ **CORP/COMMUNICATION EMPHASIS—15 hours from:** COMM 2178 (may be repeated), 3301 (S of even years), 3303 (F of even years), 3320 (F), 3331 (F), 3325 (F), 3345 (S), 3399 (PR: instructor consent; must be taken in two semesters), 4278, 4310 (S), 4373 (SU).
- ♦♦ **ELECTIVE(S):** Hours will vary according to hours completed for Core 30 and foreign language. Minimum total for degree is 120 hours.