

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
CORP/C ELECTIVE	See list below ♦	3 hours	COMM 2377 or 3370 or ELECTIVE(N)	Intercultural Communication (<i>if not taken for Core 80</i>) Or Gender Communication	3 hours
CORE 80(N)	Refer to Degree Checklist	3 hours	CORP/C ELECTIVE	See 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	CORP/C ELECTIVE	See list below ♦	3 hours
CORP/C ELECTIVE	See 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	CORP/C ELECTIVE	See 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
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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), and MCOM 3350 Public Relations and Publicity (SP).

♦ **CORP/COMMUNICATION ELECTIVES—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 needed will vary according to hours completed for Core 30 and foreign language. Minimum total for degree is 120 hours.