BA in Communication

Degree Program Description

Communication students navigate rich environments using communication theories and models, critically evaluate messages and arguments, and effectively advocate their values, beliefs, and opinions using communication principles. Graduates are able to create persuasive messages for a variety of contexts using verbal and nonverbal, written, and mediated communication. The curriculum for the degree covers four main areas: interpersonal, mediated, organizational, and political communication. Students are asked to specialize in one area but are required to explore two additional areas. Interpersonal and family communication focuses on communication processes in family and personal relationships. The mediated area studies theory and research related to media content and use, media effects, and audience reception. Students in this area have the opportunity to gain valuable hands-on experience in digital production. Organizational communication focuses on the various ways in which we produce, enact, and generally conduct our lives in various organizational contexts. Political communication studies the communicative activity of citizens, political figures and campaigns, government institutions, and social movements. Professional internships and two undergraduate organizations are offered and student participation is strongly encouraged. A degree in Communication is not intended to provide specific vocational training, but to prepare students for professional opportunities requiring active communication skills. Recent graduates have found careers in sales, public relations, marketing, advertising, promotions, political consulting, corporate communications, event planning, social media, media production, law, education, and public policy.

Major Program Requirements

The major in communication includes a minimum of 30 hours and a maximum of 52 hours in communication courses. Each course is 3 credits unless otherwise noted. Students must also complete College of Arts and Sciences requirements (http://catalog.missouri.edu/academicdegreerequirements/universityrequirements/), including University general education requirements (http://catalog.missouri.edu/academicdegreerequirements/generaleducationrequirements/).

Major core requirements

- COMMUN 1200 Public Speaking
- COMMUN 2500 Introduction to Communication
- COMMUN 3575W Business and Professional Communication - Writing Intensive

Total Credits: 9

Areas of Focus

In addition to required courses, a student must select one of four areas of focus. Students must complete 12 hours in one area of focus including one of the core courses in that area (*). The student must take one course in two of the three other areas of focus. One final course is also required, but it can be in any focus area. A course may only count once toward meeting these requirements. Students must have at least one 4000+ level course in the major. (Areas of Focus will not appear on transcripts or diplomas.)

Interpersonal Focus:

- COMMUN 3422 Communication Research Methods
- COMMUN 3470 Culture as Communication
- COMMUN 3561 Relational Communication
- COMMUN 3571 Group Decision Making Processes
- COMMUN 4412 Gender, Language, and Communication
- COMMUN 4440 Ethical Issues in Communication
- COMMUN 4474 Theory and Research in Persuasion
- COMMUN 4478 Communication Competencies for a Diverse Workplace
- COMMUN 4510 Children’s Communication
- COMMUN 4520 Family Communication
- COMMUN 4530 Health Communication

Organizational Communication Focus:

- COMMUN 3422 Communication Research Methods
- COMMUN 3460 Organizational Advocacy
- COMMUN 3470 Culture as Communication
- COMMUN 3571 Group Decision Making Processes
- COMMUN 3580 Crisis Communication
- COMMUN 4412 Gender, Language, and Communication
- COMMUN 4440 Ethical Issues in Communication
- COMMUN 4474 Theory and Research in Persuasion
- COMMUN 4476 Organizational Communication
- COMMUN 4478 Communication Competencies for a Diverse Workplace
- COMMUN 4530 Health Communication

Mediated Communication Focus:

- COMMUN 2100 Media Communication in Society
- COMMUN 3422 Communication Research Methods
- COMMUN 3470 Culture as Communication
- COMMUN 3490 Media Effects
- COMMUN 3580 Crisis Communication
- COMMUN 4412 Gender, Language, and Communication
- COMMUN 4440 Ethical Issues in Communication
- COMMUN 4474 Theory and Research in Persuasion
- COMMUN 4530 Health Communication
- COMMUN 4628 Children, Adolescents and the Media
- COMMUN 4638 New Technologies and Communication
- COMMUN 1880 Introduction to Digital Media Production
- COMMUN 2200 Video Workshop: Sports Broadcast Production
- COMMUN 2530 Screenwriting I
- COMMUN 2810 Story Development
- COMMUN 2880 Digital Storytelling Production I
- COMMUN 4880 Digital Storytelling Production II

Political Communication Focus:

- COMMUN 3422 Communication Research Methods
- COMMUN 3460 Organizational Advocacy
- COMMUN 3470 Culture as Communication
- COMMUN 3572 Argument and Advocacy
- COMMUN 3580 Crisis Communication
- COMMUN 4412 Gender, Language, and Communication
- COMMUN 4440 Ethical Issues in Communication
- COMMUN 4473 Political Communication
- COMMUN 4474 Theory and Research in Persuasion
### Semester Plan

Below is a sample plan of study, semester by semester. A student’s actual plan may vary based on course choices where options are available.

#### First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>CR</th>
<th>Spring</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH 1000</td>
<td></td>
<td>3 Biological/Physical/Mathematical Science with Lab*</td>
<td>3-5</td>
</tr>
<tr>
<td>Humanities Course*</td>
<td></td>
<td>3 Humanities Course</td>
<td>3</td>
</tr>
<tr>
<td>Behavioral Science Course*</td>
<td></td>
<td>3 Elective or Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>American Government Requirement (Social Science Course)</td>
<td></td>
<td>3 COMMUN 1200</td>
<td>3</td>
</tr>
<tr>
<td>Elective Course</td>
<td></td>
<td>3 MATH 1050 or 1100</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>15-17</td>
<td></td>
</tr>
</tbody>
</table>

#### Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>CR</th>
<th>Spring</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign Language or Elective **</td>
<td>3-5</td>
<td>COMMUN 2500</td>
<td>3</td>
</tr>
<tr>
<td>Communication Course**</td>
<td></td>
<td>3 Foreign Language or Elective</td>
<td>3-5</td>
</tr>
<tr>
<td>Behavioral Science Course (1000+)</td>
<td></td>
<td>3 Social Science Course</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Third Year

<table>
<thead>
<tr>
<th>Third Year</th>
<th>CR</th>
<th>Spring</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMUN 3575W</td>
<td></td>
<td>3 Communication Course</td>
<td>3</td>
</tr>
<tr>
<td>Communication Course**</td>
<td></td>
<td>3 Elective Course</td>
<td>3</td>
</tr>
<tr>
<td>Elective or Minor Course</td>
<td></td>
<td>3 Elective Course</td>
<td>3</td>
</tr>
<tr>
<td>Foreign Language or Elective</td>
<td></td>
<td>3 Elective or Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Social Science Course (1000+)</td>
<td></td>
<td>3 Communication Course**</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>15-17</td>
<td></td>
</tr>
</tbody>
</table>

#### Fourth Year

<table>
<thead>
<tr>
<th>Fourth Year</th>
<th>CR</th>
<th>Spring</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Course**</td>
<td></td>
<td>3 Communication Course</td>
<td>3</td>
</tr>
<tr>
<td>Elective or Minor Course</td>
<td></td>
<td>3 Elective Course</td>
<td>3</td>
</tr>
<tr>
<td>Communication Course**</td>
<td></td>
<td>3 Elective or Minor Course</td>
<td>3</td>
</tr>
<tr>
<td>Elective Course</td>
<td></td>
<td>3 Elective Course</td>
<td>3</td>
</tr>
<tr>
<td>Elective Course</td>
<td></td>
<td>3 Additional Elective Hours to Reach 120 credits (If Necessary)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>15-17</td>
<td></td>
</tr>
</tbody>
</table>

#### Total Credits: 120-126


** From list of Communication courses within the four emphasis areas.