

# BA in Communication

## Degree Program Description

Students in the Department of Communication gain a broad range of knowledge and skills to become communication experts, effectively crafting and critically evaluating messages for a variety of audiences and contexts, developing convincing arguments, conducting research, and understanding communication as a tool for persuasion, advocacy, and relational maintenance.

Courses are additionally offered in health communication, cultural communication, and digital production. The Department of Communication offers an on-campus and an online B.A. degree.

Professional internships, a study abroad program, research opportunities, and two communication undergraduate organizations provide students with hands-on learning experiences. Students are strongly encouraged to participate in these activities.

A degree in communication is not intended to provide vocational training for a specific industry, but to prepare students for a broad range of professional opportunities requiring active communication skills. Recent graduates have found careers in sales, public relations, marketing, advertising, promotions, political consulting, corporate communications, human resources, event planning, social media, media production, law, education, and public policy. Some students also pursue graduate studies.

## 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. In addition to University (<https://catalog.missouri.edu/academicdegree/requirements/universityrequirements/>), general education (<https://catalog.missouri.edu/academicdegree/requirements/general/educationrequirements/>), and College of Arts and Science (<https://catalog.missouri.edu/collegeofartsandscience/#undergraduatetext>) requirements, students must also meet the following major program requirements. All major requirements in the College of Arts and Science must be completed with grades of C- or higher unless otherwise indicated.

Major core requirements

COMMUN 1200	Public Speaking	3
COMMUN 2500	Introduction to Communication	3
COMMUN 3422	Communication Research Methods	3
COMMUN 3575W	Business and Professional Communication - Writing Intensive	3
COMMUN 4474	Persuasion	3
15 credits of additional Communication courses (must include COMMUN 4940 or 4974)		15
<b>Total Credits</b>		<b>30</b>

Communication majors must complete a senior capstone during their last 45 credits of coursework. Students may choose from one of the five following capstone options based on their interests and departmental availability:

- **COMMUN 4940 Internship** – Students are strongly encouraged to complete at least one internship during their undergraduate studies.

- **COMMUN 4974 Senior Project** – Students may select one of the following types of senior projects:
  - Honors Research Practicum (capstone for communication honors students)
  - Media Production Capstone
  - Capstone project in a COMMUN 4000-level course taught by a communication faculty member. Courses taught by graduate students do not qualify. Students must co-enroll in the 4000-level course and the faculty member's section of COMMUN 4974 during the same semester.
  - Senior Project seminar – Students may enroll in a Senior Project section that offers a classroom seminar experience where students engage in a guided capstone project.

## Accelerated BA in Communication to MPA in Public Affairs

Interested students may pair their Communication undergraduate degree with a Master's Degree in Public Affairs through the Harry S Truman School of Government and Public Affairs.

Accelerated master's degree programs allow exceptional students at Mizzou the opportunity to complete the requirements for both their bachelor's and master's degrees at an accelerated pace, usually with just one additional year.

Qualified students may earn up to 6 credit hours of graduate coursework while finishing their undergraduate degree. Students must apply and be admitted to an accelerated program before reaching 90 undergraduate credit hours. Students apply using the standard Graduate School application for admission (<https://applygrad.missouri.edu/apply/>).

Total credits for graduation = 141

Undergraduate credits = 105

Dual credits = 15 (taken at graduate level)

Graduate credits = 21

Please discuss interest in the BA/MPA 4+1 program with your undergraduate academic advisor, who may have suggestions for specific course options that fit your needs.

## 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			
Fall	CR	Spring	CR
ENGLSH 1000		3 COMMUN 1200	3
Humanities		3 Math and Quantitative Reasoning	3
Behavioral Science		3 Biological or Physical Science lab	4
Missouri State Law Requirement: Social Science from Arts and Science		3 Humanities	3
Biological, Physical, or Mathematical Science		3 Second major, minor, certificate, or elective	3
	15		16

Second Year			
Fall	CR	Spring	CR
COMMUN 2500		3 COMMUN 3422	3
Second Language Requirement		4 Second Language Requirement	4
Behavioral Science from Arts and Science, 2000+ level		3 Social Science	3
Biological, Physical, or Mathematical Science		3 Humanities, 2000+ level	3
Humanities from Arts and Science		3 First Writing Intensive	3
	<b>16</b>		<b>16</b>

Third Year			
Fall	CR	Spring	CR
COMMUN 3575W		3 COMMUN 4474	3
Communication, 3000+ level		3 Communication, 3000+ level	3
Second Language Requirement		4 Second major, minor, certificate, or elective, 3000+ level	3
Social Science, 2000+ level		3 Second major, minor, certificate, or elective	3
Second major, minor, certificate, or elective		3 Second major, minor, certificate, or elective	3
	<b>16</b>		<b>15</b>

Fourth Year			
Fall	CR	Spring	CR
Communication, 3000+ level		3 COMMUN 4974	0
Communication, 3000+ level		3 Communication, 4000+ level	3
Second major, minor, certificate, or elective, 3000+ level		3 Second major, minor, certificate, or elective	3
Second major, minor, certificate, or elective		3 Second major, minor, certificate, or elective	3
Second major, minor, certificate, or elective		2 Second major, minor, certificate, or elective	3
	<b>14</b>		<b>12</b>

**Total Credits: 120**