

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 (<http://catalog.missouri.edu/collegeofartsandscience/#undergraduatetext>) and University 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	3
COMMUN 2500	Introduction to Communication	3
COMMUN 3575W	Business and Professional Communication - Writing Intensive	3

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 any Communication course listed below. 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	3
COMMUN 3441	Nonverbal Communication	3
COMMUN 3470	Culture as Communication	3
COMMUN 3561	Relational Communication *	3
COMMUN 3571	Group Decision Making Processes	3
COMMUN 4412	Gender, Language, and Communication	3
COMMUN 4440	Ethical Issues in Communication	3
COMMUN 4474	Theory and Research in Persuasion	3
COMMUN 4478	Communication Competencies for a Diverse Workplace	3
COMMUN 4510	Children's Communication	3
COMMUN 4520	Family Communication *	3
COMMUN 4530	Health Communication	3

Organizational Communication Focus:

COMMUN 3422	Communication Research Methods	3
COMMUN 3460	Organizational Advocacy *	3
COMMUN 3470	Culture as Communication	3
COMMUN 3571	Group Decision Making Processes	3
COMMUN 3580	Crisis Communication	3
COMMUN 4412	Gender, Language, and Communication	3
COMMUN 4440	Ethical Issues in Communication	3
COMMUN 4474	Theory and Research in Persuasion	3
COMMUN 4476	Organizational Communication *	3
COMMUN 4478	Communication Competencies for a Diverse Workplace	3
COMMUN 4530	Health Communication	3

Mediated Communication Focus:

COMMUN 2100	Media Communication in Society *	3
COMMUN 3422	Communication Research Methods	3
COMMUN 3470	Culture as Communication	3
COMMUN 3490	Media Effects	3
COMMUN 3580	Crisis Communication	3
COMMUN 4412	Gender, Language, and Communication	3
COMMUN 4440	Ethical Issues in Communication	3
COMMUN 4474	Theory and Research in Persuasion	3
COMMUN 4478	Communication Competencies for a Diverse Workplace	3
COMMUN 4530	Health Communication	3
COMMUN 4628	Children, Adolescents and the Media	3
COMMUN 4638	New Technologies and Communication	3
COMMUN 4648	Race, Ethnicity, and the Media	3
or COMMUN 4648H	Race, Ethnicity, and the Media - Honors	
COMMUN 1880	Introduction to Digital Media Production	3
COMMUN 2200	Video Workshop: Sports Broadcast Production	3
COMMUN 2530	Screenwriting I	3
COMMUN 2810	Story Development	3
COMMUN 2880	Digital Storytelling Production I	3
COMMUN 4880	Digital Storytelling Production II	3

Political Communication Focus:

COMMUN 3422	Communication Research Methods	3
COMMUN 3460	Organizational Advocacy	3
COMMUN 3470	Culture as Communication	3
COMMUN 3572	Argument and Advocacy	3
COMMUN 3580	Crisis Communication	3

COMMUN 4412	Gender, Language, and Communication	3
COMMUN 4440	Ethical Issues in Communication	3
COMMUN 4473	Political Communication *	3
COMMUN 4474	Theory and Research in Persuasion	3
COMMUN 4478	Communication Competencies for a Diverse Workplace	3
COMMUN 4491	Political Public Address	3
COMMUN 4638	New Technologies and Communication	3

Potential Options for Focus Area Courses (with Departmental Approval):

COMMUN 2701	Topics in Communication - General	3
COMMUN 2703	Topics in Communication - Behavioral Science	3
or COMMUN 2703W	Topics in Communication - Behavioral Science - Writing Intensive	
COMMUN 2705	Topics in Communication - Humanities/ Fine Arts	3
COMMUN 3701	Topics in Communication-General	5-9
or COMMUN 3701W	Topics in Communication - General - Writing Intensive	
COMMUN 3703	Topics in Communication-Behavioral Sciences	1-99
COMMUN 3705	Topics in Communication-Humanities	1-99
COMMUN 4420W	Communicating Research and Scholarship - Writing Intensive	3
COMMUN 4701	Topics in Communication-General	3-9
COMMUN 4705	Topics in Communication-Humanities	1-99
COMMUN 4950	Research Project	1-3
COMMUN 4960	Directed Reading	1-3

Electives in Major (Cannot be Used in Focus Areas but Can Count in Major)

COMMUN 3570	Performance of Literature	3
COMMUN 4940	Internship	1-6

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
ENGLISH 1000		3 Biological/Physical/Mathematical Science with Lab*	3-5
Humanities Course *		3 Humanities Course *	3
Behavioral Science Course *		3 Elective or Minor Course	3
American Government Requirement (Social Science Course)		3 COMMUN 1200	3
Elective Course		3 MATH 1050, 1100, or STAT 1200	3
		15	15-17

Second Year			
Fall	CR	Spring	CR
Second Language or Elective		3-5 COMMUN 2500	3
Communication Course **		3 Second Language or Elective	3-5
Behavioral Science Course (1000+)		3 Social Science Course *	3

Biological/Physical/Mathematical Science Course*	3	Humanities Course (1000+)*	3
Humanities Course (Writing Intensive)*	3	Biological/Physical/Mathematical Science Course*	3

15-17			
Third Year			
Fall	CR	Spring	CR
COMMUN 3575W		3 Communication Course **	3
Communication Course **		3 Elective Course	3
Elective or Minor Course		3 Elective Course	3
Second Language or Elective		3 Elective or Minor Course	3
Social Science Course (1000+)*		3 Communication Course **	3
		15	15

Fourth Year			
Fall	CR	Spring	CR
Communication Course **		3 Communication Course (4000+)**	3
Elective or Minor Course		3 Elective or Minor Course	3
Communication Course **		3 Elective or Minor Course	3
Elective Course		3 Elective Course	3
Elective Course		3 Additional Elective Hours to Reach 120 credits (If Necessary)	3
		15	15

Total Credits: 120-126

* From A&S list available from A&S Advising (<https://coas.missouri.edu/academic-advising/>) or academic Exploration Web (<https://discoverycenter.missouri.edu/>) Page.

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