



*Bachelor of Arts*

# COMMUNICATION

A Bachelor of Arts Degree in Communication studies the theory and science of how and why people communicate. Students study specialized areas such as health communication, persuasion, group dynamics, performance, leadership, gender issues and intercultural communication. With this major student pursue careers in human resources, training & development, sales, management and many more. The major also provides excellent preparation for graduate studies, as well as law school and other professional careers. The major in communication is an open access degree program and does not require a separate application for admission.

## COURSE WORK

### Core Courses

|          |   |
|----------|---|
| SPC 2608 | Public Speaking * <b>GenEd/Info Data Literacy</b>   |
| COM 2000 | Introduction to Communication                       |
| SPC 3544 | Persuasion and Media                                |
| SPC 3301 | Interpersonal Communication                         |
| ORI 3004 | Communication as Performance                        |
| COM 4958 | Senior Capstone * <b>GenEd/High Impact Practice</b> |

### Communication Electives

Students will choose 7 electives, with at least one course in each of the three distribution areas:

#### Area 1: Communication and Human Relationships

|          |  |
|----------|--|
| COM 3014 | Communication, Gender & Identity         |
| COM 4030 | Women & Communication                    |
| COM 4490 | Communication & Love                     |
| COM 4702 | Communication, Language & Mental Illness |
| COM 4710 | Writing Lives                            |
| ORI 4150 | Performing Non-Fiction                   |
| ORI 4460 | Performing Relationships                 |
| SPC 3212 | Communication Theory                     |
| SPC 3710 | Communication & Cultural Diversity       |
| SPC 4305 | Communicating Emotions                   |
| SPC 4310 | Relationships on Film                    |
| SPC 4321 | Communication & Aging                    |
| SPC 4431 | Family Communication                     |
| SPC 4701 | Intercultural Communication              |
| SPC 4930 | Selected Topics                          |

#### Area 2: Public Communication & Media

|          |                                       |
|----------|---------------------------------------|
| COM 3051 | Analyzing Culture & Media             |
| COM 3052 | Cultural Studies & Communications     |
| COM 3413 | Communication & Visual Culture        |
| COM 4016 | Public Memory                         |
| COM 4530 | Influencing Public Opinion            |
| COM 4414 | Race & Gender in Popular TV and Film  |
| COM 4931 | Reality TV                            |
| ORI 4019 | Performing Identity & Culture         |
| ORI 4220 | Performing Young Adult Literature     |
| ORI 4410 | Performance Art                       |
| SPC 3230 | Rhetorical Theory                     |
| SPC 3653 | Popular Forms of Public Communication |
| SPC 3680 | Rhetorical Analysis                   |
| SPC 4201 | Oral Tradition                        |
| SPC 4632 | Rhetoric & Social Change              |
| SPC 4683 | Rhetoric & Analysis of Mass Media     |

#### Area 3: Applied Communication

|          |  |
|----------|--|
| COM 3120 | Organizational Communication             |
| COM 3122 | Interview Communication                  |
| COM 4104 | Com, Tourism & Travel                    |
| COM 4124 | Communication & Organizational Change    |
| COM 4128 | Integrated Organizational Communication  |
| COM 4020 | Communicating Illness, Grief & Loss      |
| COM 4021 | Family Communication & End of Life       |
| COM 4022 | Health Communication                     |
| COM 4225 | Global and Cultural Issues in Health Com |
| SPC 3513 | Argument & Debate                        |
| SPC 3425 | Group Communication                      |
| SPC 3602 | Advanced Public Speaking                 |
| SPC 4714 | Communication, Culture & Community       |

## PROGRAM FEATURES

- 39 credits total; allowing depth & breadth so that the student gains a well-rounded view of human communication.
- Receive personalized academic advising from professional advisors readily available to students year-round.
- Engage in experiential learning opportunities such as internships & undergraduate research to prepare for life after graduation.

## WAYS TO GET INVOLVED IN YOUR MAJOR

- Participate in internships to gain experience.
- Introduce yourself to faculty, connect with current students in the major and shadow professionals in the field.
- Join a student organization, including Toastmasters, Communication Council, Ad Club, or PRSSA.
- Join Lambda Pi Eta Com Honors Society
- Work on campus at Bulls Radio, WUSF TV, or write for the student newspaper the "Oracle".

## WHAT YOU CAN DO WITH THIS MAJOR

Jobs students pursue after completing this major include:

- |                       |                              |
|-----------------------|------------------------------|
| • Real Estate Agent   | • Social Media Manager       |
| • Event Planner       | • Human Resources            |
| • Grant Writer        | • Public Information Officer |
| • Corporate Trainer   | • Sales Representative       |
| • Hospitality Manager | • Market Research Analyst    |
| • Public Relations    | • Customer Service Manager   |

Two year  
**PLAN of STUDY**

Year 1

Year 2

| Summer                     | Hours | Fall                                   | Hours     | Spring                                  | Hours     |
|----------------------------|-------|--|-----------|---|-----------|
|                            |       | COM 2000 – Intro to Communication      | 3         | ORI 3004 – Communication as Performance | 3         |
|                            |       | SPC 2608 – Public Speaking             | 3         | Major Elective Course                   | 3         |
|                            |       | SPC 3301 – Interpersonal Communication | 3         | Major Elective Course                   | 3         |
|                            |       | SPC 3544 – Persuasion & Media          | 3         | Major Elective Course                   | 3         |
|                            |       | Foreign Language Level 1               | 4         | Foreign Language Level 2                | 4         |
|                            |       | <b>Total Credit Hours:</b>             | <b>16</b> | <b>Total Credit Hours:</b>              | <b>16</b> |
| Study Abroad or Internship |       | Major Elective Course                  | 3         | COM 4958 – Comm Senior Capstone         | 3         |
|                            |       | Major Elective Course                  | 3         | General Upper-Level Elective            | 3         |
|                            |       | Major Elective Course                  | 3         | General Upper-Level Elective            | 3         |
|                            |       | Major Elective Course                  | 3         | General Any Level Elective              | 3         |
|                            |       | General Upper-Level Elective           | 3         | General Any Level Elective              | 3         |
|                            |       | <b>Total Credit Hours:</b>             | <b>15</b> | <b>Total Credit Hours:</b>              | <b>15</b> |

Four year  
**PLAN of STUDY**

Year 1

Year 2

Year 3

Year 4

| Summer                      | Hours | Fall                                    | Hours     | Spring  | Hours     |
|-----------------------------|-------|---|-----------|---|-----------|
|                             |       | ENC 1101 – English Composition I        | 3         | ENC 1102 – English Composition II               | 3         |
|                             |       | MGF 1106 or 1107 (SGEM)                 | 3         | SPC 2608 – Public Speaking ( <b>GenEd/IDL</b> ) | 3         |
|                             |       | USFT Creative Thinking (TGEC)           | 3         | State GE Core Natural Science (SGEN)            | 3         |
|                             |       | AMH 2020 or POS 2041 – Civics Literacy  | 3         | Human/Cultural Diversity (TGED/6ACT)            | 3         |
|                             |       | Foreign Language Level 1                | 4         | Foreign Language Level 2                        | 4         |
|                             |       | <b>Total Credit Hours:</b>              | <b>16</b> | <b>Total Credit Hours:</b>                      | <b>16</b> |
| Elective (Consider a minor) | 3     | 6A Computation Course (6AMT)            | 3         | State GE Core Humanities (SGEH)                 | 3         |
|                             |       | USFT Ethical Reasoning/Civic Engagement | 3         | COM 2000 - Intro to Communication               | 3         |
|                             |       | SPC 3301 Interpersonal Communication    | 3         | SPC 3544 – Persuasion and Media                 | 3         |
|                             |       | State GE Core Social Science (SGES)     | 3         | Elective (Consider a minor)                     | 3         |
|                             |       |   |           | Elective (Consider a minor)                     | 3         |
|                             |       | <b>Total Credit Hours:</b>              | <b>12</b> | <b>Total Credit Hours:</b>                      | <b>15</b> |
| Elective or Study Abroad    | 3     | ORI 3004 – Communication as Performance | 3         | Major Elective Course                           | 3         |
| Elective or Study Abroad    | 3     | Major Elective Course                   | 3         | Major Elective Course                           | 3         |
|                             |       | Major Elective Course                   | 3         | Major Elective Course                           | 3         |
|                             |       | Elective (Consider a minor)             | 3         | Elective (Consider a minor)                     | 3         |
|                             |       | Elective (Consider a minor)             | 1         | Elective (Consider a minor)                     | 3         |
|                             |       | <b>Total Credit Hours:</b>              | <b>13</b> | <b>Total Credit Hours:</b>                      | <b>15</b> |
| Internship                  |       | Major Elective Course                   | 3         | COM 4958 – Comm Capstone ( <b>GenEd/HIP</b> )   | 3         |
|                             |       | Major Elective Course                   | 3         | Elective (Consider a minor)                     | 3         |
|                             |       | Elective (Consider a minor)             | 3         | General Upper-Level Elective                    | 3         |
|                             |       | Elective (Consider a minor)             | 3         | General Upper-Level Elective                    | 3         |
|                             |       | <b>Total Credit Hours:</b>              | <b>12</b> | <b>Total Credit Hours:</b>                      | <b>12</b> |

