

Communication BA

The BA in Communication is a flexible degree program that students can tailor to meet personal, professional, or academic goals through elective courses in interpersonal, mass, strategic, and visual communication. Students explore how messages are constructed, delivered, and perceived by audiences. Whether the intent is to inform, influence, or entertain, students will use research and theory to improve message effectiveness and achieve desired outcomes in interpersonal and mass-mediated communication. In addition, students can find a creative outlet in courses that focus on content creation and its consequences and significance.

Students majoring in communication must complete a minimum of 36 credit-hours in communication courses. Students may complete either a general communication degree or they may select one of four different emphasis areas as a focus for their studies: Interpersonal Communication, Mass Communication, Applied Visual Communication, or Strategic Communication. To complete the degree with one of these emphases, the student must complete the 21 credit-hour core and at least 15 hours of electives from within the selected emphasis area. In addition, the skills and knowledge applied in the required Practicum/Internship should be consistent with the selected emphasis area. Students seeking a general communication degree must complete the 21 credit-hour core and can select elective courses from any combination of the emphasis areas.

General Education Requirements

Majors must satisfy the university and college general education requirements. The college's foreign language requirement may be taken in any language. Communication courses may not be taken on a satisfactory/unsatisfactory basis.

Degree Requirements

At least 18 credit hours must be taken at UMSL. Furthermore, at least 12 credit hours of the communication courses completed must be numbered 3000-4999 for students seeking a general communication degree, as well as for students pursuing an emphasis area. All students must earn a C or better in each of the required core courses of the major and maintain a 2.0 grade point average in all of the courses applied to the communication degree.

Required Courses

COMM 1030	Interpersonal Communication I (MOTR COMM 120)	3
COMM 1050	Introduction to Mass Communication	3
COMM 2231	Communication in the Organization	3
COMM 2332	Intercultural Communication	3
COMM 2235	Professional Communication	3
COMM 3330	Research Methods in Communication I	3
COMM 4920	Practicum in Applied Communication	3
or COMM 4950	Internship in Applied Communication	
Total Hours		21

Learning Outcomes

- Adapt communication strategies to different situations and audiences
- Evaluate and interpret media, information, and data effectively
- Produce high-quality communications
- Apply interpersonal skills to a variety of situations, audiences, and professional environments
- Use communication theories to take diverse perspectives and excel in a variety of professional environments
- Evolve with changing technologies

Sample Four Year Plan

First Year			
Fall	Hours	Spring	Hours
INTDSC 1003 ¹		1 COMM 2231	3
ENGL 1100	3	EXPLORE - Math and Sciences	3
COMM 1030	3	EXPLORE - Humanities and Fine Arts	3
COMM 1050	3	EXPLORE - Humanities and Fine Arts	3
CORE - Mathematics Proficiency	3	Elective or minor	3
CORE - US History & Government	3		
	16		15
Second Year			
Fall	Hours	Spring	Hours
COMM 2235		3 COMM 2332	3
EXPLORE - Math and Sciences	3	EXPLORE - Humanities and Fine Arts	3
CORE - Information Literacy	3	EXPLORE - Math and Sciences	3
Foreign Language 1001	5	Foreign Language 1002	5
	14		14
Third Year			
Fall	Hours	Spring	Hours
COMM 3330		3 COMM 3000 level elective	3
ENGL 3100	3	COMM Elective, Any Level	3
Foreign Language 2101	3	Elective 2000-level or higher	3
Cultural Diversity Course	3	Elective 2000-level or higher	3
Elective or minor	3	Elective or minor	3
	15		15
Fourth Year			
Fall	Hours	Spring	Hours
COMM 1950		1 COMM 4920 or 4950	3
COMM 3XXX Elective	3	COMM Elective, Any Level	3
COMM Elective, Any Level	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3	Elective or minor	3
Elective or minor	3		
	16		15
Total Hours: 120			

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INTDSC 1003 is required only for first-time freshmen and transfer students with less than 24 college credits.

Please Note: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester. All requirements are subject to change.