



# Communication

## College of Communications and Information Studies

### Graduation Requirements

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communications and Information Studies, each student must (1) complete 120 hours of course work (excluding courses lower than the 100 level, courses with an R designation, physical education service courses, and/or EXP 396 credits) with a grade-point average of at least 2.0 and (2) complete at least 42 hours in upper division courses (300 or above). No more than 60 hours may be taken within the college.

Other requirements include University Studies, Basic Skills, premajor requirements, field of concentration (24-27 hours of major work and 15-18 hours of cognate courses earned outside the college as defined by the units), and a minimum of six hours of free electives.

Admission to the degree program is selective. Students should refer to the UK *Bulletin* for details about admission requirements and application procedures.

### Bachelor of Arts Degree Requirements

Students who pursue the B.A. within the College of Communications and Information Studies must fulfill the following requirements.

**University Studies:** Students must complete all areas of the University Studies Program. (See "University Studies Program" section of the 2006-2007 UK *Bulletin* for a detailed explanation of requirements.)

#### College B. A. Requirements

- 1. Language. Complete one of the following sequences:

**Option A:** Successful completion of the fourth college semester of one foreign language. (**Note:** This may be accomplished by scoring at this level on a placement test for previous work in the foreign language.)

**Option B:** Complete the University Studies Requirements in a foreign language and a set of two courses dealing with the nature and structure of language, language behavior, or comparative languages. This set shall be comprised of one course from Group I below, and one course from Group II. (Courses counted as meeting this option may not be counted in the major or field of concentration.)

**Group I:** LIN/ENG 211.

**Group II:** ENG 210, ENG/LIN 212, ENG/LIN 310, LIN 317, LIN 318, ANT/LIN 319, ENG/LIN 512, ANT/ENG/LIN 515, ANT/ENG/LIN 516, LIN 517.

- 2. Statistics. Complete one course in statistics (e.g., STA 200, 291, 370)

**Subtotal: College B.A. Hours** ..... 15

### Bachelor of Science Degree Requirements

Students who pursue the B.S. within the College of Communications and Information Studies must fulfill the following requirements:

**University Studies:** Students must complete all areas of the University Studies Program. (See "University Studies Program" section of the 2006-2007 UK *Bulletin* for a detailed explanation of requirements.)

#### College B.S. Requirements

- 1. **Mathematics, statistics and computer science:** Complete nine credits in mathematics and/or computer sciences beyond the University Studies requirement. At least three hours must be in statistics.

- 2. **Science Courses.** Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communications and Information Studies. These courses must be approved by an advisor in the College of Communications and Information Studies and may be from the areas of mathematics, statistics, computer science, physical sciences, biological sciences, social and behavioral sciences, as well as from appropriate professional fields.

**Subtotal: College B.S. Hours** ..... 60

### University Studies Requirements Hours

See "University Studies Program" on pages 75-79 of the 2006-2007 UK *Bulletin* for the complete University Studies requirements.

The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill University Studies areas. Students should work closely with their advisor to complete the University Studies Program requirements.

Courses marked with an asterisk (\*) may also be used to satisfy University Studies requirements.

#### Inference – Logic

Meet USP requirement. A statistics course is required in the premajor.

#### Social Sciences

Meet USP requirement. COM 101 is required in the premajor.

### Premajor Requirements Hours

Students must attain a minimum grade-point average of 3.0 on all premajor courses.

\*COM 101 Introduction to Communications ..... 3

\*COM 181 Basic Public Speaking **or**

COM 287 Persuasive Speaking ..... 3

COM 252 Introduction to Interpersonal Communication ..... 3

JOU 204 Writing for the Mass Media **or**

ENG 203 Business Writing **or**

ENG 205 Intermediate Writing ..... 3

\*Any 3-credit course in statistics, such as STA 200 or STA 291 ..... 3

**Subtotal: Premajor Hours** ..... 15

### Major Requirements

#### Required

COM 351 Introduction to Communication Theory ..... 3

COM 365 Introduction to Communication Research Methods ..... 3

#### COM Electives

Six credits from the following:

COM 249 Mass Media and Mass Culture ..... 3

COM 281 Communication in Small Groups ..... 3

COM 325 Introduction to Organizational Communication ..... 3

Fifteen additional credits of COM courses at the 300-level or above, of which at least nine credits must be at the 400- and/or 500-level.

#### Cognate (15 hours)

Students must complete fifteen hours in courses related to a Career Path (exclusive of COM courses) at the 300-level or above, as approved by student's academic advisor.

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Subtotal: Major Hours ..... 42

TOTAL HOURS: ..... minimum of 120

## Suggested Career Paths

### Corporate Communication

#### Recommended COM Electives

COM 281 Communication in Small Groups .....	3
COM 325 Introduction to Organizational Communication .....	3
COM 452 Studies in Interpersonal Communication .....	3
COM 525 Organizational Communication .....	3
COM 482 Studies in Persuasion .....	3
COM 581 Studies in Small Group Communication .....	3
COM 399 Internship in Communication .....	3

#### Cognate Area

Courses in sociology, marketing, management, journalism and telecommunications are often chosen for this cognate.

### Health Communication

#### Recommended COM Electives

COM 281 Communication in Small Groups	
or	
COM 249 Mass Media and Mass Culture .....	3
COM 325 Introduction to Organizational Communication .....	3
COM 452 Studies in Interpersonal Communication .....	3
COM 525 Organizational Communication	
or	
COM 449 Social Processes and Effects of Mass Communication .....	3
COM 482 Studies in Persuasion .....	3
COM 571 Health Communication .....	3
COM 399 Internship in Communication .....	3

#### Cognate Area

Courses in sociology, psychology, behavioral science, philosophy, journalism and telecommunications, marketing and management are often chosen for this cognate.

### Interpersonal Communication

#### Recommended COM Electives

COM 281 Communication in Small Groups .....	3
COM 350 Language and Communication .....	3
COM 452 Studies in Interpersonal Communication .....	3
COM 462 Intercultural Communication .....	3
COM 482 Studies in Persuasion .....	3
COM 581 Studies in Small Group Communication .....	3
COM 399 Internship in Communication .....	3

#### Cognate Area

Courses in sociology, psychology, family studies, journalism and telecommunications are often chosen for this cognate.

### Mass Communication

#### Recommended COM Electives

COM 249 Mass Media and Mass Culture .....	3
COM 281 Communication in Small Groups	
or	
COM 325 Introduction to Organizational Communication .....	3
COM 449 Social Processes and Effects of Mass Communication .....	3
COM 453 Mass Communication and Social Issues .....	3
COM 482 Studies in Persuasion .....	3
COM 399 Internship in Communication .....	3

#### Cognate Area

Courses in sociology, political science, journalism and telecommunications, marketing and management are often chosen for this cognate.