

Communication

College of Communication and Information

Graduation Requirements

To earn either the Bachelor of Arts or the Bachelor of Science degree in the College of Communication and Information, 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 UK Core, 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 Communication and Information must fulfill the following requirements.

UK Core: Students must complete all areas of the UK Core.

College B. A. Requirements

- 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 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: ENG210, ENG/LIN212, ENG/LIN310, LIN317, LIN318, ENG/LIN 512, ANT/LIN 515, ANT/LIN 516, LIN 517, ANT/LIN 519.

- Statistics:** STA210

Major Requirements

Students must complete the departmental requirements for one of the four majors (communication, integrated strategic communication, journalism, and media arts and studies).

Subtotal: College B.A. hours 9-17

Bachelor of Science Degree Requirements

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

UK Core: Students must complete all areas of the UK Core.

College B.S. Requirements

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

- Science Courses.** Complete a minimum of 60 hours of science courses, with not more than 12 hours within the College of Communication and Information. These courses must be approved by an advisor in the College of Communication and Information 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

UK Core Requirements

See the UK Core section of the 2013-2014 *Undergraduate Bulletin* for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list 3

II. Intellectual Inquiry in the Humanities

Choose one course from approved list 3

III. Intellectual Inquiry in the Social Sciences

Choose one course from approved list 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list 3

V. Composition and Communication I

CIS/WRD 110 Composition and Communication I 3

VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II 3

VII. Quantitative Foundations

Choose one course from approved list 3

VIII. Statistical Inferential Reasoning

STA 210 Making Sense of Uncertainty:
An Introduction to Statistical Reasoning 3

IX. Community, Culture and Citizenship in the USA

Choose one course from approved list 3

X. Global Dynamics

Choose one course from approved list 3

UK Core hours 30

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Graduation Writing Requirement

Students complete the Graduation Writing Requirement with one of the following courses:

COM 252 Introduction to Interpersonal Communication (GWR)	
or	
COM 351 Introduction to Communication Theory	3
Graduation Writing Requirement hours:	3

Premajor Requirements (15 hours)

COM 101 Introduction to Communications	3
CIS/WRD 110 Composition and Communication I	3
CIS/WRD 111 Composition and Communication II	3
COM 252 Introduction to Interpersonal Communication (GWR)	3
COM 249 Mass Media and Mass Culture	3
Subtotal: Premajor hours	15

Major Requirements (21 hours)

Students must complete twenty-one hours at the 325-level or above (per advising policy), of which at least nine hours must be at the 400- and/or 500-level.

Cognate (15 hours)

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

Open Electives (6 hours)

Students must complete six additional hours of their choice at the 300-level. These courses can be taken pass/fail.

Subtotal: Career Track Hours	36
Subtotal: Major Hours	42
TOTAL HOURS:	120

Suggested Career Paths

Business and Organizational Communication

Required:

COM 325 Introduction to Organizational Communication	3
COM 581 Teamwork and Leadership in Organizations	
or	
COM 425 Communication, Negotiation, and Conflict Management in Organizations	3
plus two of the following:	
COM 525 Advanced Issues in Organizational Communication (Subtitle required)	3
COM 399 Internship in Communication	3
COM 535 Risk and Crisis Communication	3

plus 9 additional credits in upper division COM courses and 15 additional credits in COGNATE courses including the following:

CIS 300 Strategic Business and Professional Communication (W)	3
COM 315 Understanding Workplace Communication in a Diverse U.S. Society	3

Note: Nine or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

Cognate Area

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

Digital and Mass Communication

Required:

COM 352 Interpersonal Communication and Social Media	3
COM 449 Mass Media and Social Influence	3
COM 453 Digital and Mass Communication Media Literacy	3
COM 553 Critical Analysis of Communication and Persuasion in Popular Culture	3

plus 9 additional credits in upper division COM courses and 15 additional credits in COGNATE courses including the following:

COM 312 Learning Intercultural Communication Through Media and Film	3
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Note: Nine or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

Cognate Area

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

Health Communication

Required:

COM 471 Introduction to Health Communication	3
COM 482 Studies in Persuasion	3
COM 571 Interpersonal Communication in Health Contexts	3
COM 572 Health Communication Campaigns and Communities	3

plus 9 additional credits in upper division COM courses and 15 additional credits in COGNATE courses including the following:

COM 311 Taking Control of Your Health: Patient-Provider Communication	3
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Note: Nine or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

Cognate Area

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

Human Communication

Required:

Minimum **21** credits in upper-division COM courses, **9** of which must be at the 400 or 500 level. Minimum **15** credits in COGNATE.

Cognate Area

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