Communication

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 396/397 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).

Other requirements include UK Core, an approved statistics course, Basic Skills, premajor requirements, field of concentration (21-39 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

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 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 211.
     - Group II: ENG/LIN 209, ENG 210, ENG/LIN 310, ENG/LIN 311, LIN 317, ANT/LIN 325, LIN 331.

2. Statistics: STA 210

Major Requirements

Students must complete the departmental requirements for one of the five majors (communication, information communication technology, integrated strategic communication, journalism, or 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

1. Mathematics, statistics and computer science: Complete nine credits in statistics, mathematics and/or computer sciences beyond the UK Core requirement.

2. 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. At least three hours must be in statistics.

Subtotal: College B.S. hours .......................................... 60

UK Core Requirements

See the UK Core section of the 2021-2022 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
   COM 101 Introduction to Communications ........................................... 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

Graduation Composition and Communication Requirement (GCCR)

COM 326 Communication Strategies for Professional Excellence
   or
   COM 351 Introduction to Communication Theory ........................................... 3

Graduation Composition and Communication Requirement hours (GCCR) ........................................... 3

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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 ....................................... 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, 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.

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

Complete three of the following:
- COM 390 Internship in Communication .................................................................. 3
- COM 425 Communication, Negotiation, and Conflict Management in Organizations ................................................................................................................. 3
- COM 525 Advanced Issues in Organizational Communication (Subtitle required) ................................................................................................................................. 3
- COM 535 Risk and Crisis Communication ................................................................ 3
- COM 581 Teamwork and Leadership in Organizations ............................................ 3

plus 9 additional credits in upper division COM courses at the 325 level and above and 15 additional credits in COGNATE courses including the following:
- COM 315 Understanding Workplace Communication in a Diverse U.S. Society .............................................................................................................................. 3

Note: 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

Cognate Area

Courses in sociology, philosophy, marketing, management, and information studies are often chosen for this cognate.

Digital and Mass Communication

Required:
- COM 352 Interpersonal Communication and Social Media .................................. 3
- COM 449 Social Processes and Effects of Mass Communication .......................... 3
- COM 453 Digital and Mass Communication Media Literacy .................................. 3
- COM 553 Media Theory and Criticism (Subtitle required) ........................................ 3

plus 9 additional credits in upper division COM courses at the 325 level and above and 15 additional credits in COGNATE courses including the following:
- COM 312 Learning Intercultural Communication Through Media and Film ................................................................. 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 art studio, sociology, political science, journalism and media arts and studies and marketing are often chosen for this cognate.

Health Care 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 at the 325 level and above and 15 additional credits in COGNATE courses including the following:
- COM 311 Taking Control of Your Health: Patient-Provider Communication ......................................................................................................................... 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, psychology, behavioral science, philosophy, public health, 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 at the 300 level and above in COGNATE.

Cognate Area

Courses in sociology, political science, media arts and studies, family studies, marketing and management are often chosen for this cognate.

Sport Communication

Required:
- COM 327 Communication and Sport ...................................................................... 3

Complete three of the following:
- COM 353 Technology-Mediated Communication in Sport .................................... 3
- COM 426 Sport Communication and Analytics ...................................................... 3
- COM 460 Sport Industries and Audiences ............................................................... 3
- COM 563 Critical Analysis of Sport Media and Society .......................................... 3

plus 9 additional credits in upper division COM courses at the 325 level and above, including GCCR, and 15 additional credits in COGNATE courses.

Note: 9 or more credits of upper-division COM courses will continue to be required at the 400 or 500 level.

Cognate Area

Courses in kinesiology and health promotion, marketing, family sciences, and information communication technology are often chosen for this cognate.