

# Bachelor of Arts in Communication

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~~Majors~~ Students majoring in Communication must complete a minimum of 36 semester hours in Communication courses. At least 18 of these must be taken at UMSL. Furthermore, at least 12 semester hours of the Communication courses completed must be numbered 3000-4999. All students must complete the required courses and earn a C or better in all ~~communication~~ courses applied to the degree.

### Required courses for the major

COMM 1030	Interpersonal Communication I	3
COMM 1050	Introduction To Mass Communication	3
COMM 2231	Communication In The Organization	3
COMM 3330	Research Methods In Communication I	3
COMM 3332	Intercultural Communication	3
COMM 4920	Practicum In Applied Communication	1-3
COMM 4950	Internship In Applied Communication	3-6
<b>Total Hours</b>		<b>19-24</b>

Students may apply up to three of the approved media studies courses listed below toward the major as Communication electives.

MEDIA ST 1100	Introduction To Advertising	3
MEDIA ST 1110	Introduction to Broadcasting and Digital Media	3
MEDIA ST 2080	Advertising Copywriting	3
MEDIA ST 2180	Introduction to News Writing	3
MEDIA ST 2235	Media Theory	3
MEDIA ST 3025	Current Issues in Strategic Communication	3
MEDIA ST 3317	Audio Media Industries	3

MEDIA ST 3350	Mass Media History	3
MEDIA ST 3355	Media Law and Regulation	3

Sign-offs from other departments affected by this proposal

None

Rationale      Allowing communication students to count a specific number of relevant media studies course as electives reflects the growing overlap within particular areas of the fields (such as advertising and PR), gives the students more options, and is consistent with the newly-merged departmental structure.