

COMMUNICATION (BA) – MAJOR (Online)

COLLEGE OF ARTS AND SCIENCES

Offered through the College of Adult and Professional Studies

We live in a communication-oriented society. Our world is significantly influenced by both the personal and mediated communication of individuals from diverse social, political, professional, and religious groups. Never before has there been such a demand for leaders with advanced communication skills and knowledge.

The Bachelor of Arts in Communication provides students with the knowledge and skills needed to fulfill their calling in the workplace. The major offers courses for current and aspiring leaders who seek to improve their communication skills and grow as individuals of impact in their professional environments. The program offers many advantages, including the freedom to include a variety of elective courses and many course assignment flexibilities to meet personal or career interests.

After completing the general education core requirements, students learn specific skills and competencies needed in professional settings by completing the Professional Communication concentration, including courses in business and professional writing, conflict resolution, and public relations.

The BA in Communication equips graduates to successfully function in a wide variety of vocations where conveying information on interpersonal and organizational levels is important. Courses focus both on the message content and its transmission. Communication expertise is needed for those whose focus in writing (i.e., journalism, speechwriting, marketing), in media (i.e., public relations, advertising, social media, video production), and in speaking (i.e., radio, sales, podcasts). Individuals may focus on technical documents where precise instructions are directly related to safety issues. Some may concentration on constructing an intriguing story for a child’s birthday event. Others may strategize on a captivating sermon to present eternal truths to the masses. Regardless of the setting and recipients, the major in Communication helps graduates shape and send their mind’s message to those who will see, read, or hear that message.

Outcomes:

1. Create compelling verbal presentations.
2. Analyze the effectiveness of various messages.
3. Apply communication principles to professional settings.
4. Integrate personal spirituality into their own approach to communication.

CORE CURRICULUM REQUIREMENTS----- 60

Biblical Literacy (select 6 credits from the following).....6

BIBL	1103	Old Testament History and Literature
BIBL	1203	New Testament History and Literature
THEO	1213	Christian Thought
THEO	2323	Jesus the Messiah

Written and Verbal Communications.....9

- ENGL 1013 Composition I: Expository Writing3
- ENGL 1023 Composition II: Rhetoric and Research Writing3
- COMM 1213 Fundamentals of Speech Communication3

Humanities9

- 6 credits in this area must be from Writing Practice courses* (*see course descriptions for applicability*)
- ENGL xxx3 Any Literature course3
- HIST xxx3 Any Course in History3
- 3 additional credits selected from the following.....3
 - Art (ARTE), Bible (BIBL), Drama (DRAM), English (ENGL),
 - History (HIST), Language (LANG), Music (MUSI), or Theology (THEO)

Sciences.....9

- 6 credits in this area must be from Writing Practice courses* (*see course descriptions for applicability*)
- Select a minimum of two disciplines from the following:9
 - Business Administration (BUSM), Communication (except COMM 1213), Economics, Education (EDUC), Geography (GEOG), Health & Fitness (PEDU), Management (BMGT), Marketing (BMKT), Philosophy (PHIL), Political Science (PSCI), Psychology (PSYC), or Sociology/Anthropology (SOCI)

Science and Mathematics6

- MATH xxxx College-level Mathematics3
- SCIE xxxx Science course with Lab3

Formation and Calling3

- UCOR 1053 Life Calling.....3

Core Electives.....18

Any college-level courses

COMMUNICATION MAJOR ----- 45

Communication Major Core 18

- COMM 1003 Introduction to Human Communication3
- COMM 2243 Interpersonal Communication3
- COMM 2453 Mass Communication3
- COMM 3543 Introduction to Rhetoric3
- COMM 3603 Research Methods3
- COMM 4393 Communication Theory3

Professional Communication Concentration 27

- COMM 3263 Small Group Communication3
- COMM 3433 Intercultural Communication3
- COMM 3463 Organizational Communication3
- COMM 3563 Conflict Resolution3
- COMM 2053 Communication and Technology Theory3
- COMM 3013 Introduction to Public Relations3
- COMM 2413 Introduction to Media Writing3
- COMM 3183 Multimedia Storytelling3
- ENGL 3273 Business and Professional Writing3

GENERAL ELECTIVES----- 15

Any college-level courses