Communication with Organizational Leadership Concentration (B.A.)

A baccalaureate degree program must contain a minimum of 120 semester hours, at least 21 of which must be upper division hours (3000-4000 level) in the major field. The program must require at least 39 semester hours of upper division work overall. UNG’s B.A. degrees require foreign language proficiency at the intermediate level (2001 or 2002). Students should consult with their advisor to determine which courses to take to attain this level of proficiency and where to place the courses in their program of study.

Core Curriculum Requirements 60 hours

Refer to Semester Core Curriculum Areas A-E

Area A1: No exceptions

Area A2: MATH 1001 acceptable

Area B: COMM 1503 recommended

Area C2: COMM 1110 or MDST 1110 recommended

Area D: MATH 2400 or CSCI 1250 recommended

Area E: No exceptions

Area F. Courses Appropriate to Major 18 hours

Required Courses (12 hours)
- COMM 1100 - Intro to Human Communication
- COMM 2900 - Introduction to Media Studies

Choose One:
- MDST 2100 - Writing for Media
- JOUR 1010 – News Writing and Reporting

Choose One:
- COMM 1400 - Foundations in Media Techniques
- MDST 2500 – Intro to Film & Digital Media Production

Electives (6 hours)

Suggested Courses:
- ART 1020 - Two-Dimensional Design & Color Theory
- ART 1450 - Intro to Computer Imagery (for Non-Majors)
• ART 2510 - Introduction to Art History I
• ART 2520 - Introduction to Art History II
• ART 2810 - Intro to Digital Photography (for Non-Majors)
• COMM 1110 - Public Speaking
• COMM 1500 - Interpersonal Communication
• COMM 1503 – Communicating in Diverse Cultures
• CSCI 1301 - Computer Science I
• ENGL 2010 - Technical Communication
• ENGL 2210 - Magazine Production I
• ENGL 2290 Introduction to Playwriting
• JOUR 2000 – News Production I
• JOUR 2100 - Media Layout & Design
• JOUR 2700 - Multimedia Journalism
• MATH 2400 - Elementary Statistics
• MDST 1500 – Seminar on the Film & Digital Media Industry
• MDST 2150 – Literature and Film
• MDST 2350 – World Cinema
• PSYC 1101 - Introduction to Psychology
• SOCI 1101 - Introduction to Sociology
• SOCI 1160 - Introduction to Social Problems
• THEA 1150 - Fundamentals of Acting
• THEA 2070 Play Script Analysis
• THEA 2150 - Principles of Design
• Or other courses relevant to the student’s plan of study, chosen in consultation with an advisor

Courses Required for the Major 60 hours

Required Courses (33 hours)

• COMM 3050 - Intercultural Communication
• COMM 3100 - Advanced Public Communication
• COMM 3200 - Principles of Conflict Resolution
• COMM 3250 - Argumentation and Debate
• COMM 3510 - Small Group Communication
• COMM 3720 - Computer Mediated Communication
• COMM 4013 - Public Opinion & Leadership
• COMM 4100 - Organizational Communication
• COMM 4200 - Leadership Communication
• COMM 4800 - Communication & Media Theory
• COMM 4900 - Senior Capstone

Electives
27 hours of courses chosen in consultation with your major adviser. Suggested electives:

- **ENST 3040 - Environmental Communication**
- **COMM 3300 - Training Methods in Communication**
- **COMM 3540 - Nonverbal Communication**
- **COMM 3700 - Introduction to Public Relations**
- **COMM 3740 – Communication Research**
- **COMM 3760 – Public Relations Writing**
- **COMM 3800 - Advanced Interpersonal Communication**
- **COMM 4040 - Persuasion & Argumentation**
- **COMM 4700 – Public Relations Campaigns**
- **COMM 4901 - Practicum**
- **COMM 4950 - Internship**
- **MGMT 3661 - Fundamentals of Management**
- **BUSA 3108 - Managerial and Business Communication**
- Any 3000-4000 level JOUR or MDST course

**Other Requirements**

- Learning Goals
  - US Perspective
  - Global Perspective
  - Critical Thinking
- US and Georgia History Requirements
- US and Georgia Constitution Requirements
- Regents’ Reading and Writing Requirements