BA in COMMUNICATION with concentration in

ORGANIZATIONAL LEADERSHIP

Core Curriculum Requirements

Area A1: No exceptions

Area A2: MATH 1001 acceptable

Area B: COMM 1502 recommended

Area C: ENGL 2150 & COMM 2050 recommended

Area D: CSCI 1250 or MATH 2400 recommended

Area E: No exceptions

Area F (18 Hours)

Required Courses (12 hours)
- COMM 1100 – Introduction to Human Communication (3)
- COMM 1400 – Foundations in Media Techniques (3)
- MDST 2100 – Writing for Media (3)
- COMM 2900 – Introduction to Media Studies (3)

Foreign Language Requirement (3 hours):
- Any non-English Language course at the 1001 or higher level

Elective Courses (3 hours)
- ART 1450 – Introduction to Computer Imagery (for Non-Majors) (3)
- ART 2510 – Introduction to Art History I (3)
- ART 2510 – Introduction to Art History II (3)
- ART 2810 – Introduction to Digital Photography (for Non-Majors) (3)
- COMM 1110 – Public Speaking (3)
- COMM 1500 – Interpersonal Communication (3)
- CSCI 1301 – Computer Science (3)
- ENGL 2010 – Technical Writing (3)
- ENGL 2801 – Magazine Production I (3)
- MATH 2400 – Elementary Statistics (3)
- PSYC 1101 – Introduction to Psychology (3)
- SOCI 1101 – Introduction to Sociology (3)
- SOCI 1160 – Introduction to Social Problems (3)
Major Requirements (60 hours)

Required Courses (33 hours)

- COMM 3050 Intercultural Communication (3)
- COMM 3100 Advanced Public Communication (3)
- COMM 3200 Principles of Conflict Resolution (3)
- COMM 3250 Argumentation & Debate (3)
- COMM 3510 Small Group Communication (3)
- COMM 3720 Computer Mediated Communication (3)
- COMM 4013 Public Opinion & Leadership (3)
- COMM 4100 Organizational Communication (3)
- COMM 4200 Leadership Communication (3)
- COMM 4800 Communication and Media Theory (3)
- COMM 4900 Senior Capstone (3)

Electives

27 hours of courses chosen in consultation with your major adviser

- COMM/ENST 3040 Environmental Communication (3)
- COMM 3300 Training Methods in Communication (3)
- COMM 3400 Business & Professional Communication (3)
- COMM 3540 Nonverbal Communication (3)
- COMM 3800 Advanced Interpersonal Communication (3)
- COMM 4040 Persuasion & Argumentation (3)
- COMM 4901 Practicum (1 hr)
- COMM 4950 Internship (1 hr)
- JOUR 3700 Introduction to Public Relations (3 hrs)
- MGMT 3661 Fundamentals of Management (3)
- BUSA 3108 Managerial and Business Communication (3)
- Any 3000-4000 level FILM, JOUR, or MDST course