

COMMUNICATION - BA

Students who want to transform the world through communication choose the Bachelor of Arts in Communication as a major. The Bachelor of Arts in Communication teaches how to influence and persuade others through the use of language, visual images and other media. This is a major that affords a broad based, liberal arts education that draws from coursework from across the College of Arts and Sciences, and from across the Texas A&M University. In the Communication major, we pursue coursework giving students a background in the processes and theories of communication as well as in the marketable skills that are so valuable in the working world.

Coursework for incoming Freshmen begins with a dedicated first semester experience which introduces them to the breadth of the field of Communication and of Media while also involving them in small groups and acquainting them with Texas A&M University, our resources and our opportunities. We also welcome Transfer students, meeting them where they are and integrating them into the Communication family. All Communication majors take a core of required courses that establish a firm foundation in the field and then select additional coursework that suits their interests and needs. Students who wish to focus their studies further, may choose to earn a certificate in Health Communication, Strategic Communication, Leadership and Conflict Management, Global Media, Social Media, or Diversity and Social Justice.

With over a thousand students in the major, there is not one particular career path that they all choose. Many go into careers in public relations, advertising, sales, promotions and marketing. Others work in leadership positions in corporations, or in political, religious or social non-profits.

Still others work in tactics of communication such as spokespersons, event managers, market influencers, graphic designers or digital specialists. Other popular options are careers in sports, social media, international business, and health.

All BA COMM students choose a minor. A minor area of study fits within the hours required for the degree and helps to further define and focus the student's interests. When making a choice of majors, remember that one can major in Communication and minor in a related area or in a widely divergent area.

Program Requirements

First Year

| Fall | | Semester Credit Hours |
|---|--|-----------------------|
| ENGL 104 | Composition and Rhetoric | 3 |
| COMM 100-499 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ^{1,2} | | 4 |
| Select one of the following: | | 3 |
| MATH 140 | Mathematics for Business and Social Sciences | |
| MATH 142 | Business Calculus | |
| MATH 151 | Engineering Mathematics I | |
| MATH 152 | Engineering Mathematics II | |
| PHIL 240 | Introduction to Logic | |
| STAT 201 | Elementary Statistical Inference | |
| Foreign language ³ | | 4 |
| Semester Credit Hours | | 14 |

Spring

| | | |
|---|---|-----------|
| Select one of the following: | | 3 |
| ENGL 103 | Introduction to Rhetoric and Composition | |
| ENGL 203 | Writing about Literature ⁴ | |
| ENGL 210 | Technical and Professional Writing | |
| Select one of the following: ² | | 3 |
| COMM 210 | Group Communication and Discussion | |
| COMM 215/ JOUR 215 | Interviewing: Principles and Practice | |
| COMM 230/ JOUR 230 | Communication Technology Skills | |
| COMM 240 | Rhetorical Criticism | |
| COMM 245 | Difficult Dialogues on Power, Privilege, and Difference | |
| COMM 250/ JOUR 250 | New Media and the Independent Voice | |
| Select one of the following: | | 3 |
| MATH 140 | Mathematics for Business and Social Sciences | |
| MATH 142 | Business Calculus | |
| MATH 151 | Engineering Mathematics I | |
| MATH 152 | Engineering Mathematics II | |
| PHIL 240 | Introduction to Logic | |
| STAT 201 | Elementary Statistical Inference | |
| Foreign language ³ | | 4 |
| Language, philosophy and culture (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) ⁵ | | 3 |
| Semester Credit Hours | | 16 |

Second Year

Fall

| | | |
|---|---|---|
| Select one of the following: ² | | 3 |
| COMM 203 | Public Speaking | |
| COMM 205 | Communication for Technical Professions | |
| COMM 243 | Argumentation and Debate | |
| Creative arts (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts) ⁵ | | 3 |
| Foreign language ³ | | 3 |
| Social and behavioral sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences) ⁵ | | 3 |
| Literature directed elective (http://catalog.tamu.edu/undergraduate/arts-and-sciences/) ⁴ | | 3 |

Semester Credit Hours **15**

Spring

| | | |
|--|--|---|
| COMM 300-level (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ² | | 3 |
| Foreign language ³ | | 3 |
| Government/Political science (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science) | | 3 |
| Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences) | | 3 |

| | |
|---|---|
| Literature directed elective (http://catalog.tamu.edu/undergraduate/arts-and-sciences/) ⁴ | 3 |
|---|---|

| | |
|------------------------------|-----------|
| Semester Credit Hours | 15 |
|------------------------------|-----------|

Third Year**Fall**

| | | |
|--|--|---|
| COMM 301 | Rhetoric in Western Thought ² | 3 |
| COMM 308 | Research Methods in Communication ² | 3 |
| American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) | | 3 |
| Minor ⁶ | | 3 |
| Minor ⁶ | | 3 |

| | |
|------------------------------|-----------|
| Semester Credit Hours | 15 |
|------------------------------|-----------|

Spring

| | | |
|--|--|---|
| COMM 305 | Theories of Communication ² | 3 |
| COMM 300-level (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ² | | 3 |
| American history (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history) | | 3 |
| Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences) | | 3 |
| Minor ⁶ | | 3 |

| | |
|------------------------------|-----------|
| Semester Credit Hours | 15 |
|------------------------------|-----------|

Fourth Year**Fall**

| | |
|--|---|
| COMM 100-499 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ² | 2 |
| COMM 401 to 480 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ² | 3 |
| Language, philosophy and culture or creative arts (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) ⁵ | 3 |
| Social and behavioral sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences) ⁵ | 3 |
| Minor ⁶ | 3 |
| General elective | 1 |

| | |
|------------------------------|-----------|
| Semester Credit Hours | 15 |
|------------------------------|-----------|

Spring

| | |
|--|---|
| COMM 401 to 480 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ² | 3 |
| Government/Political science (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science) | 3 |
| Life and physical sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences) | 3 |
| Minor ⁶ | 3 |
| Minor ⁶ | 3 |

| | |
|------------------------------|-----------|
| Semester Credit Hours | 15 |
|------------------------------|-----------|

| | |
|------------------------------------|------------|
| Total Semester Credit Hours | 120 |
|------------------------------------|------------|

¹ First semester, first time in college students must take COMM 101 and COMM 291.

² Minimum grade of C required.

³ Complete 14 hours of a foreign language (<http://catalog.tamu.edu/undergraduate/arts-and-sciences/>) through the intermediate level. If you choose to enroll in a language you have studied previously without receiving college credit, you must first take a placement test. See academic advisor.

⁴ ENGL 203 will count toward the Communication requirement or the Literature directed elective requirement, but not both.

⁵ COMM course may not be used to fulfill this requirement.

⁶ Minor to be selected from among approved university minors. Consult with advisor regarding how to declare desired minor. Courses fulfilling core curriculum requirements may apply to the minor and therefore some of these courses may become electives. Minors will range between 15 and 18 hours.

Graduation requirements include 3 hours of International and Cultural Diversity (<http://catalog.tamu.edu/undergraduate/general-information/degree-information/international-cultural-diversity-requirements/>) courses and 3 hours of Cultural Discourse (<http://catalog.tamu.edu/undergraduate/general-information/degree-information/cultural-discourse-requirements/>) courses. A course satisfying a Core category, a college/department requirement, or a free elective can be used to satisfy this requirement. The required 6 hours may be met by courses satisfying other areas of a degree program. See your academic advisor for further information.

Included in graduation requirements are the following stipulations:

1. A minimum of 2.0 GPA
2. Minimum grade of C in each course applied to the major
3. Minimum of 12 hours of upper-level COMM coursework at Texas A&M

Teaching Certification

Students desiring certification to teach communication in secondary schools of Texas may either major in communication (College of Arts and Sciences) or in another field, but in either case, they must include the following courses in their degree plans:

| Code | Title | Semester Credit Hours |
|-------------|--------------------------------------|-----------------------|
| COMM 203 | Public Speaking | 3 |
| COMM 210 | Group Communication and Discussion | 3 |
| COMM 243 | Argumentation and Debate | 3 |
| COMM 301 | Rhetoric in Western Thought | 3 |
| COMM 305 | Theories of Communication | 3 |
| COMM 315 | Interpersonal Communication | 3 |
| COMM 350 | Theories of Mediated Communication | 3 |
| COMM 330 | Technology and Human Communication | 3 |
| or COMM 340 | or Communication and Popular Culture | |
| or COMM 440 | or Rhetoric of Television and Film | |
| FILM 445 | | |

| | | |
|------------------------------------|-----------------------|-----------|
| PERF 407 | Performing Literature | 3 |
| Total Semester Credit Hours | | 27 |

Additional education courses are required. More complete information on the requirements for teacher certification may be found in the College of Education and Human Development section under secondary teacher certification.