

COMMUNICATION - BA

The Bachelor of Arts (BA) in Communication teaches how to influence and persuade others through the use of language, visual images and other media.

Students who want to transform the world through communication choose the Bachelor of Arts in Communication as a major. 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, or Social Media.

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 in Communication 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
COMM 100-499 (https://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ^{1,2}		4
ENGL 104	Composition and Rhetoric	3
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	

American history (<https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history>) 3

Language, philosophy and culture (<https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture>)³ 3

Semester Credit Hours 16

Spring

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

ENGL 103	Introduction to Rhetoric and Composition
ENGL 203	Writing about Literature ⁴
ENGL 210	Technical and Professional Writing

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

Government/Political science (<https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science>) 3

Life and physical sciences (<https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences>) 3

Semester Credit Hours 15

Second Year

Fall

ENGL 100-499 (<https://catalog.tamu.edu/undergraduate/course-descriptions/engl/>) 3

Select one of the following:² 3

COMM 203	Public Speaking
COMM 205	Communication for Technical Professions
COMM 243	Argumentation and Debate

Creative arts (<https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts>)³ 3

Social and behavioral sciences (<https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences>)³ 3

General elective⁴ 3

Semester Credit Hours 15

Spring

COMM 300-399 (https://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ²	3
ENGL 100-499 (https://catalog.tamu.edu/undergraduate/course-descriptions/engl/)	3
American history (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history)	3
Government/Political science (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science)	3
Life and physical sciences (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)	3

Semester Credit Hours **15**

Third Year**Fall**

COMM 301 Rhetoric in Western Thought ²	3
COMM 308 Research Methods in Communication ²	3
Language, philosophy and culture or creative arts (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) ³	3
Minor ⁵	3
General elective ⁴	3

Semester Credit Hours **15**

Spring

COMM 300-399 (https://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ²	3
COMM 305 Theories of Communication ²	3
Life and physical sciences (https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences)	3
Minor ⁵	3
General elective ⁴	3

Semester Credit Hours **15**

Fourth Year**Fall**

COMM 100-499 (https://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ²	2
COMM 401-480 (https://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ²	3
Minor ⁵	3
Minor ⁵	3
General elective ⁴	3

Semester Credit Hours **14**

Spring

COMM 401-480 (https://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ²	3
Minor ⁵	3
Minor ⁵	3
General elective ⁴	3
General elective ⁴	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 Must make a grade of C or better.

³ COMM course may not be used to fulfill this requirement.

⁴ Select any 100-499 course not used elsewhere. Only 14 hours of KINE 199; AERS 100-499 (<https://catalog.tamu.edu/undergraduate/military-sciences/aerospace-studies/#coursestext>); MLSC 100-499 (<https://catalog.tamu.edu/undergraduate/course-descriptions/mlsc/>); NVSC 100-499 (<https://catalog.tamu.edu/undergraduate/military-sciences/naval-science/#coursestext>); SOMS 100-499 (<https://catalog.tamu.edu/undergraduate/course-descriptions/soms/>) may be used towards general electives.

⁵ 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 (<https://catalog.tamu.edu/undergraduate/general-information/degree-information/international-cultural-diversity-requirements/>) courses and 3 hours of Cultural Discourse (<https://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