

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.

The Bachelor of Arts (BA) in Communication (COMM) at Texas A&M University focuses on the power of human connection and public engagement. This versatile, liberal arts-based degree draws from the rich resources of the College of Arts and Sciences and the broader university to provide a world-class education.

Our curriculum balances deep dives into communication theory, writing and rhetoric, and communication and public engagement with the development of high-demand, marketable skills essential for the modern workforce.

Why Choose the BA in Communication?

- **Specialized Certification:** Students have the unique opportunity to earn the certificate in Communication Leadership and Conflict Management or the certificate in Social Media.
- **Customizable Pathways:** All BA-COMM majors select a minor. Whether you choose a related field or a completely different discipline, your minor helps focus your degree without adding extra hours to your graduation timeline.
- **A Supportive Start:**
 - Freshmen begin with a dedicated first-semester experience, introducing you to the breadth of the communication landscape while connecting you with small-group cohorts.
 - Transfer students are welcomed into the "Communication family" with tailored integration to meet you exactly where you are in your academic journey.

Areas of Study

Students establish a firm foundation through a core set of required courses in Rhetoric, Communication Theory and Research, then specialize their degree by selecting coursework in areas such as:

- Media and Cultural Studies
- Advocacy, Persuasion and Social Change
- Collective Organizing and Leadership
- Public/Civic Engagement
- Generalist (Customized Path)

Career Opportunities

With hundreds of students in the major, our BA-COMM majors find success across a diverse range of industries. There is no "single" path, but many of our graduates excel in:

- **Leadership and Advocacy:** political campaigns, religious organizations and social nonprofits
- **Community engagement facilitation:** leading community meetings, mediation
- **Management**
- **Ministry**
- **Law**
- **Graduate School**

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 elective ⁴	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 Rhetorical Theory 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
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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