Communication - BS

The Bachelor of Science in Communication harnesses the power of collaborative communication to solve problems through the very essence of this degree, communication intervention. Communication intervention is the skill of collaborating with others effectively to modify outcomes, conditions and processes while also preventing harm with the goal of transforming system functioning. It draws from a transdisciplinary liberal arts and STEM knowledge base. It is a critical key to analyzing and addressing 21st century challenges. We address problem-solving by integrating the critical thinking and perspective taking skills embraced by the liberal arts with the analytical and quantitative proficiencies of STEM (science, technology, engineering and math). The Bachelor of Science in Communication provides a marketable set of skills aimed toward communication intervention in areas such as business, health communication, media, politics, non-profits and social issues. In addition to core curriculum required by the University and the State of Texas, Bachelor of Science students will take foundation coursework in the social scientific study of communication and intervention, communication technology, communication research methods, acquisition, analysis and visualization of data, team facilitation and collaboration, and the design, implementation and assessment of communication interventions.

The field of communication is supremely diverse and varied as are the careers pursued by our majors. We address both the science and art of communication in human interactions. Embracing cutting-edge applications, communication specialists are found selling products and promoting initiatives, engaging in public relations, advertising, marketing strategies, digitizing messages, launching and sustaining new media entrepreneurial ventures, facilitating the relationship of doctors and patients, mounting health campaigns and measuring their effects, working on political campaigns, mobilizing the vote, analyzing the ROI of social media initiatives, leading interactions to heal public discord, managing and leading organizations, disseminating concepts, and describing, interpreting and evaluating a wide range of communication phenomena.

The BS is contrasted with the BA in the following ways. First, within the major coursework, the courses central to the degree are social scientific in nature. Second, instead of a foreign language requirement, BS students pursue a set of quantitative courses which includes statistics, computer applications and two research methods courses. Third, the required minor may be replaced with a a certificate from the Department of Communication and Journalism. The minor or the certificate will provide context and expertise for the communication intervention science focus. Currently, students may choose from any of the minors offered at Texas A&M or from one of these certificates offered by the Department of Communication and Journalism: Social Media, Strategic Communication, Leadership and Conflict Management, or Health Communication.

Similar to the Bachelor of Arts in Communication, 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 specified core of required courses that establishes a firm foundation in the field and then select additional coursework that suits their interests and needs.

Program Requirements

<table>
<thead>
<tr>
<th>Semester Credit Hours</th>
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<tbody>
<tr>
<td>16</td>
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First Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>Fall</td>
<td></td>
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</tr>
<tr>
<td>COMM 100-499</td>
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<td>ENGL 104</td>
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<td>MATH 142</td>
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<td>MATH 151</td>
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<td>MATH 152</td>
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<tr>
<td>PHIL 240</td>
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<tr>
<td>Language, philosophy and culture</td>
<td>3</td>
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<tr>
<td>Social and behavioral sciences</td>
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Second Year

<table>
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Fall

<table>
<thead>
<tr>
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<tr>
<td>COMM 210</td>
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<td>COMM 100-499</td>
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Semester Credit Hours 15
**Spring**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>COMM 303/ JOUR 305</td>
<td>Communication Data Applications</td>
<td>2</td>
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<tr>
<td>COMM 308</td>
<td>Research Methods in Communication</td>
<td>2.5</td>
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<tr>
<td>ISTM 209</td>
<td>Business Information Systems Concepts</td>
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<tr>
<td>Government/Political science</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science</a>)</td>
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<tr>
<td>Literature directed elective</td>
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**Spring Semester Credit Hours** 15

**Third Year**

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
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<tr>
<td>COMM 310</td>
<td>Communication Intervention</td>
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<tr>
<td>COMM 100-499</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/course-descriptions/comm/">http://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a>)</td>
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**Fall Semester Credit Hours** 15

**Spring**

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<tr>
<td>COMM 305</td>
<td>Theories of Communication</td>
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<tr>
<td>COMM 309</td>
<td>Research Method Projects</td>
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<tr>
<td>American history</td>
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<tr>
<td>Life and physical sciences</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a>)</td>
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**Spring Semester Credit Hours** 15

**Fourth Year**

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
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<td>COMM 100-499</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/course-descriptions/comm/">http://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a>)</td>
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<tr>
<td>COMM 401-480</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/course-descriptions/comm/">http://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a>)</td>
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<td>Language, philosophy and culture (<a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture</a>)</td>
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**Fall Semester Credit Hours** 14

**Spring**

<table>
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<tr>
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<tr>
<td>Government/Political science</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science</a>)</td>
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<td>Life and physical sciences</td>
<td>(<a href="http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a>)</td>
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**Spring Semester Credit Hours** 3

**Total Semester Credit Hours** 120

1. First semester, first time in college students must take COMM 101 and COMM 291 at Texas A&M University. Do not take SPCH 1311 elsewhere to fulfill this requirement.
2. Must make a grade of C or better.
3. MATH 140 is a prerequisite for MATH 142. Choose MATH 140 if you plan to take MATH 142.
4. Except COMM 100-499 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/).
5. Both MATH classes must be completed prior to enrolling in COMM 308.
6. Select from any 100-499 course not used elsewhere. Includes 12-18 hours of courses used to satisfy the required minor or certificate. Students must earn either a minor to be selected from among university-approved minors or a certificate from among approved Department of Communication and Journalism certificates. The minor is required unless waived upon completion of the certificate. Consult with an advisor regarding how to declare the desired minor or certificate. Courses fulfilling other requirements may apply to the certificate or the minor; therefore, some of these courses may become general electives.
7. Writing intensive (W) course. See the list of approved writing intensive courses through the University Writing Center.

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.