

# COMMUNICATION - BS

The Bachelor of Science (BS) 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.

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 21<sup>st</sup> 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). 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 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 Bachelor of Arts (BA) in the following ways. First, within the major coursework, the courses central to the degree are social scientific in nature. Second, 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 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 BA 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

### First Year

Fall		Semester Credit Hours
COMM 100-499 ( <a href="https://catalog.tamu.edu/undergraduate/course-descriptions/comm/">https://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a> ) <sup>1,2</sup>		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	
Language, philosophy and culture ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture</a> ) <sup>3</sup>		3
Social and behavioral sciences ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences</a> ) <sup>3</sup>		3
<b>Semester Credit Hours</b>		<b>16</b>

### Spring

COMM 230/ JOUR 230	Communication Technology Skills <sup>2</sup>	3
Select one of the following:		3
MATH 140	Mathematics for Business and Social Sciences	
MATH 142	Business Calculus <sup>3</sup>	
MATH 151	Engineering Mathematics I	
MATH 152	Engineering Mathematics II	
PHIL 240	Introduction to Logic	
Communication ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#communication">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#communication</a> )		3
Creative arts ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#creative-arts</a> ) <sup>3</sup>		3
Life and physical sciences ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a> ) <sup>4</sup>		3
<b>Semester Credit Hours</b>		<b>15</b>

### Second Year

Fall		
COMM 210	Group Communication and Discussion <sup>2</sup>	3
STAT 201 or STAT 303	Elementary Statistical Inference or Statistical Methods	3
American history ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history</a> )		3

Government/Political science ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science</a> )	3
Life and physical sciences ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a> )	3

**Semester Credit Hours 15**

### Spring

COMM 100-499 ( <a href="https://catalog.tamu.edu/undergraduate/course-descriptions/comm/">https://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a> ) <sup>2</sup>	3
ISTM 209 Business Information Systems Concepts	3
Government/Political science ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science</a> )	3
Life and physical sciences ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#life-physical-sciences</a> )	3
Social and behavioral sciences ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences</a> ) <sup>3</sup>	3

**Semester Credit Hours 15**

### Third Year

#### Fall

COMM 305 Theories of Communication <sup>2</sup>	3
COMM 308 Research Methods in Communication <sup>2</sup>	3
COMM 310 Communication Intervention <sup>2</sup>	3
American history ( <a href="https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history">https://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#american-history</a> )	3
Minor or certificate <sup>4</sup>	3

**Semester Credit Hours 15**

#### Spring

COMM 303/ JOUR 305 Communication Data Applications <sup>2</sup>	3
COMM 309 Research Method Projects <sup>2</sup>	3
Minor or certificate <sup>4</sup>	3
Minor or certificate <sup>4</sup>	3
General elective <sup>5</sup>	3

**Semester Credit Hours 15**

### Fourth Year

#### Fall

COMM 100-499 ( <a href="https://catalog.tamu.edu/undergraduate/course-descriptions/comm/">https://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a> ) <sup>2</sup>	2
COMM 401-480 ( <a href="https://catalog.tamu.edu/undergraduate/course-descriptions/comm/">https://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a> ) <sup>2</sup>	3
Minor or Certificate <sup>4</sup>	3
Minor or certificate <sup>4</sup>	3
General elective <sup>5</sup>	3

**Semester Credit Hours 14**

#### Spring

COMM 100-499 ( <a href="https://catalog.tamu.edu/undergraduate/course-descriptions/comm/">https://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a> ) <sup>2</sup>	3
COMM 400-480 ( <a href="https://catalog.tamu.edu/undergraduate/course-descriptions/comm/">https://catalog.tamu.edu/undergraduate/course-descriptions/comm/</a> ) <sup>2</sup>	3
Minor or Certificate <sup>4</sup>	3

General elective <sup>5</sup>	3
General elective <sup>5</sup>	3

**Semester Credit Hours 15**

**Total Semester Credit Hours 120**

<sup>1</sup> 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.

<sup>2</sup> Must make a grade of C or better.

<sup>3</sup> Except COMM 100-499 (<https://catalog.tamu.edu/undergraduate/course-descriptions/comm/>).

<sup>4</sup> 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, which require a grade of B or better in each course. 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.

<sup>5</sup> Select from any 100-499 course not used elsewhere. Includes 12-18 hours of courses used to satisfy the required minor or CMJR certificate and 3-9 hours of general electives. 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.

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.