

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, instead of a required minor, BS students are required to select and complete a certificate from the Department of Communication. The certificate will provide context and expertise for the communication intervention science focus. Currently, students may choose from a focus in Social Media, Strategic Communication, Leadership and Conflict Management, Global Media, Health Communication or Diversity and Social Justice.

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

First Year

| Fall | | Semester Credit Hours |
|---|---|-----------------------|
| COMM 100-499 (http://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 ³ | |
| MATH 142 | Business Calculus | |
| MATH 151 | Engineering Mathematics I | |
| MATH 152 | Engineering Mathematics II | |
| PHIL 240 | Introduction to Logic | |
| Language, philosophy and culture (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) ⁴ | | 3 |
| Social and behavioral sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences) ⁴ | | 3 |
| Semester Credit Hours | | 16 |

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

Second Year

| Fall | | Semester Credit Hours |
|---|--|-----------------------|
| COMM 210 | Group Communication and Discussion ² | 3 |
| COMM 100-499 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ² | | 3 |
| STAT 201 or STAT 303 | Elementary Statistical Inference or Statistical Methods | 3 |
| Literature directed elective (http://catalog.tamu.edu/undergraduate/arts-and-sciences/) | | 3 |
| Social and behavioral sciences (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#social-behavioral-sciences) ⁴ | | 3 |
| Semester Credit Hours | | 15 |

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|--|--|-----------|------------------------------------|------------|
| Spring | | | General elective | 3 |
| COMM 303 | Communication Data Applications ² | 3 | Semester Credit Hours | 15 |
| COMM 308 | Research Methods in Communication ^{2,5} | 3 | Total Semester Credit Hours | 120 |
| ISTM 209 | Business Information Systems Concepts | 3 | | |
| Government/Political science (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#government-political-science) | | 3 | | |
| Literature directed elective (http://catalog.tamu.edu/undergraduate/arts-and-sciences/) | | 3 | | |
| Semester Credit Hours | | 15 | | |
| Third Year | | | | |
| Fall | | | | |
| COMM 310 | Communication Intervention ² | 3 | | |
| COMM 100-499 (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 | | |
| Certificate course elective ⁵ | | 3 | | |
| General elective | | 3 | | |
| Semester Credit Hours | | 15 | | |
| Spring | | | | |
| COMM 305 | Theories of Communication ² | 3 | | |
| COMM 309 | Research Method Projects 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 | | |
| Certificate course elective ⁵ | | 3 | | |
| Semester Credit Hours | | 15 | | |
| Fourth Year | | | | |
| Fall | | | | |
| COMM 100-499 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ^{2,7} | | 2 | | |
| COMM 401-480 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ^{2,7} | | 3 | | |
| Language, philosophy and culture of creative arts (http://catalog.tamu.edu/undergraduate/general-information/university-core-curriculum/#language-philosophy-culture) ⁴ | | 3 | | |
| Certificate course elective ⁵ | | 3 | | |
| Certificate course elective ⁵ | | 3 | | |
| Semester Credit Hours | | 14 | | |
| Spring | | | | |
| COMM 400-480 (http://catalog.tamu.edu/undergraduate/course-descriptions/comm/) ^{2,7} | | 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 | | |
| Certificate course elective ⁵ | | 3 | | |

- ¹ First semester, first time in college students must take COMM 101 and COMM 291. 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 complete prior to enrolling in COMM 308.
- ⁶ Certificate to be selected from among approved Department of Communication and Journalism Certificates. Consult with advisor regarding how to declare desired Certificate. Courses fulfilling other requirements may apply to the Certificate and therefore some of these courses may become general electives.
- ⁷ W-Class. See the list of approved writing intensive courses at writingcenter.tamu.edu.

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.