



*Bachelor of Arts*  
**COMMUNICATION**

A Bachelor of Arts Degree in Communication studies the theory and science of how and why people communicate. Students study specialized areas such as health communication, persuasion, group dynamics, performance, leadership, gender issues and intercultural communication. With this major students pursue careers in human resources, training & development, sales, management and many more. The major also provides excellent preparation for graduate studies, as well as law school and other professional careers. The major in communication is an open access degree program and does not require a separate application for admission.

**COURSE WORK**

**Core Courses**

SPC 2608	Public Speaking
COM 2000	Introduction to Communication
SPC 3544	Persuasion and Media
SPC 3301	Interpersonal Communication
ORI 3004	Communication as Performance
COM 4958	Senior Capstone

**Communication Electives**

Students will choose 7 electives, with at least one course in each of the three distribution areas:

**Area 1: Communication and Human Relationships**

COM 3014	Communication, Gender & Identity
COM 4030	Women & Communication
COM 4490	Communication & Love
COM 4702	Communication, Language & Mental Illness
COM 4710	Writing Lives
ORI 4150	Performing Non-Fiction
ORI 4460	Performing Relationships
SPC 3212	Communication Theory
SPC 3710	Communication & Cultural Diversity
SPC 4305	Communicating Emotions
SPC 4310	Relationships on Film
SPC 4321	Communication & Aging
SPC 4431	Family Communication
SPC 4701	Intercultural Communication
SPC 4930	Selected Topics

**Area 2: Public Communication & Media**

COM 3051	Analyzing Culture & Media
COM 3052	Cultural Studies & Communications
COM 3413	Communication & Visual Culture
COM 4016	Public Memory
COM 4530	Influencing Public Opinion
COM 4414	Race & Gender in Popular TV and Film
COM 4931	Reality TV
ORI 4019	Performing Identity & Culture
ORI 4220	Performing Young Adult Literature
ORI 4410	Performance Art
SPC 3230	Rhetorical Theory
SPC 3653	Popular Forms of Public Communication
SPC 3680	Rhetorical Analysis
SPC 4201	Oral Tradition
SPC 4632	Rhetoric & Social Change
SPC 4683	Rhetoric & Analysis of Mass Media

**Area 3: Applied Communication**

COM 3120	Organizational Communication
COM 3122	Interview Communication
COM 4104	Com, Tourism & Travel
COM 4124	Communication & Organizational Change
COM 4128	Integrated Organizational Communication
COM 4020	Communicating Illness, Grief & Loss
COM 4021	Family Communication & End of Life
COM 4022	Health Communication
COM 4225	Global and Cultural Issues in Health Com
SPC 3513	Argument & Debate
SPC 3425	Group Communication
SPC 3602	Advanced Public Speaking
SPC 4714	Communication, Culture & Community

**PROGRAM FEATURES**

- 39 credits total; allowing depth & breadth so that the student gains a well-rounded view of human communication.
- Receive personalized academic advising from professional advisors readily available to students year round.
- Engage in experiential learning opportunities such as internships & undergraduate research to prepare for life after graduation.

**WAYS TO GET INVOLVED IN YOUR MAJOR**

- Participate in internships to gain experience.
- Introduce yourself to faculty, connect with current students in the major and shadow professionals in the field.
- Join a student organization; including Toastmasters, Communication Council, Ad Club, or PRSSAy.
- Join Lambda Pi Eta Com Honors Society
- Work on campus at Bulls Radio, WUSF TV, or write for the student newspaper the "Oracle".

**WHAT YOU CAN DO WITH THIS MAJOR**

Jobs students pursue after completing this major include:

- |                       |                              |
|-----------------------|------------------------------|
| • Real Estate Agent   | • Social Media Manager       |
| • Event Planner       | • Human Resources            |
| • Grant Writer        | • Public Information Officer |
| • Corporate Trainer   | • Sales Representative       |
| • Hospitality Manager | • Market Research Analyst    |
| • Public Relations    | • Customer Service Manager   |

Two year  
**PLAN of STUDY**

Summer	Hours	Fall	Hours	Spring	Hours
		COM 2000 - Intro to Communication	3	General Upper Level Elective	3
		ORI 3004 – Intro to Performance	3	Major Elective Course	3
		SPC 3301 - Interpersonal Communication	3	Major Elective Course	3
		SPC 3544 – Persuasion	3	Major Elective Course	3
		Foreign Language Level 1	4	Foreign Language Level 2	4
		<b>Total Credit Hours:</b>	<b>16</b>	<b>Total Credit Hours:</b>	<b>16</b>
Study Abroad or Internship		Major Elective Course	3	COM 4958 Com Capstone	3
		Major Elective Course	3	General Upper Level Elective	3
		Major Elective Course	3	General Any Level Elective	3
		Major Elective Course	3	General Any Level Elective	3
		General Upper Level Elective	3	General Any Level Elective	1
		<b>Total Credit Hours:</b>	<b>15</b>	<b>Total Credit Hours:</b>	<b>13</b>

Year 1

Year 2

Four year  
**PLAN of STUDY**

Summer	Hours	Fall	Hours	Spring	Hours
		ENC 1101 - English Composition I	3	ENC 1102 - English Composition II	3
		MGF 1106 or 1107 (SGEM)	3	SPC 2608 – Public Speaking (GenEd IDL)	3
		USFT Creative Thinking (TGEC)	3	State GE Core Natural Science (SGEN)	3
		Civics Literacy SCIV	3	Foreign Language level 2	4
		Foreign Language level 1	4	Human/Cultural Diversity (TGED/6ACT)	3
		<b>Total Credit Hours:</b>	<b>16</b>	<b>Total Credit Hours:</b>	<b>16</b>
Elective (Consider a minor)	3	6A Computation Course (6AMT)	3	State GE Core Humanities (SGEH)	3
		USFT Ethical Reasoning/Civic Engagement	3	COM 2000 - Intro to Communication	3
		SPC 3301 Interpersonal Communication	3	SPC 3544 – Persuasion	3
		State GE Core Social Science (SGES)	3	Elective (Consider a minor)	3
				Elective (Consider a minor)	3
		<b>Total Credit Hours:</b>	<b>12</b>	<b>Total Credit Hours:</b>	<b>15</b>
Elective or Study Abroad	3	ORI 3004 – Intro to Performance	3	Major Elective Course	3
Elective or Study Abroad	3	Major Elective Course	3	Major Elective Course	3
		Major Elective Course	3	Major Elective Course	3
		High Impact Practice Course	3	Elective (Consider a minor)	3
		Elective (Consider a minor)	1	Elective(Consider a minor)	3
		<b>Total Credit Hours:</b>	<b>13</b>	<b>Total Credit Hours:</b>	<b>15</b>
Internship		Major Elective Course	3	COM 4958 Com Capstone	3
		Major Elective Course	3	Elective (Consider a minor)	3
		Elective (Consider a minor)	3	General Upper Level Elective	3
		Elective (Consider a minor)	3	General Upper Level Elective	3
		<b>Total Credit Hours:</b>	<b>12</b>	<b>Total Credit Hours:</b>	<b>12</b>

Year 1

Year 2

Year 3

Year 4