

# BACHELOR OF ARTS WITH A MAJOR IN COMMUNICATION WITH A CONCENTRATION IN DIGITAL & STRATEGIC COMMUNICATION (BA) \*RELLIS CAMPUS

## Degree Requirements HOURS REQUIRED

120 semester credit hours (SCH): 45 hours must be advanced, with fulfillment of degree requirements as specified in the "Requirements for Graduation (<https://catalog.tamui.edu/undergraduate-information/academic-regulations/>)" section of this catalog.

Code	Title	Semester Credit Hours
<b>[University Core Curriculum] (<a href="https://catalog.tamui.edu/appendix-a-core-curriculum-optional-course-information/">https://catalog.tamui.edu/appendix-a-core-curriculum-optional-course-information/</a>)</b>		
Select 42 SCH as outlined in the suggested plans and as specified in the "Requirements for Graduation"		42
<b>Major</b>		
COMM 3300	Intro to Theo Prin of Comm	3
COMM 3310	Methods of Inquiry:Quant Rsch	3
COMM 3312	Methods of Inquiry:Qual Rsch	3
COMM 4350	Internship	3
COMM 4360	Comm Theory&Practice	3
Select 24 SCH from remaining 3000-4000 COMM courses.		24
<b>Concentration</b>		
Select 21 SCH from the following:		21
COMM 3322	Public Relations	
COMM 3323	Public Relations Campaigns	
COMM 3329	Fundamentals of Advertising	
COMM 4323	Communication Law	
COMM 4325	Organizational Communication	
COMM 4340	Communication Ethics	
COMM 3309	Special Topics in Comm (if topic has a Digital/Strategic Communication focus)	
COMM 4330	Special Issues in Comm (if topic has a Digital/Strategic Communication focus)	
<b>Additional Requirements</b>		
Select 18 SCH at 1000-2000 level, of which 12 SCH must be COMM courses.		18
<b>Note</b>		

COMM 3309 and 4330 may be repeated for credit within the degree program when topic changes.

**Total Semester Credit Hours** 120

## Four-Year Degree Plan

Following is a suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment; responsible for reviewing the **Program of Study Requirements**, meeting all course prerequisites, and **writing intensive course (WIN)** requirements for graduation. See Academic Regulations-Undergraduate online. (<https://catalog.tamui.edu/undergraduate-information/academic-regulations/>)

### Freshman

Fall		Semester Credit Hours
ENGL 1301	English Composition I	3
HIST 1301	The US to 1877	3
MATH 1342	Introductory Statistics	3
UNIV 1201	Learn a Global Context I	2
Creative Arts		3
COMM General Elective		3
<b>Semester Credit Hours</b>		<b>17</b>

### Spring

ENGL 1302	English Composition II	3
HIST 1302	The US Since 1877	3
UNIV 1302	Signature Course	3
Social/Behavioral Science		3
General Elective		3
<b>Semester Credit Hours</b>		<b>15</b>

### Sophomore

Fall		Semester Credit Hours
PSCI 2305	American National Government	3
Language, Philosophy & Culture		3
Life & Physical Science		3
Life & Physical Science Lab		1
General Elective		3
COMM General Elective		3
<b>Semester Credit Hours</b>		<b>16</b>

### Spring

PSCI 2306	American State Government	3
Life & Physical Science <sup>1</sup>		3
COMM General Elective		3
COMM General Elective		3
<b>Semester Credit Hours</b>		<b>12</b>

### Junior

Fall		Semester Credit Hours
COMM 3300	Intro to Theo Prin of Comm	3
COMM 3312	Methods of Inquiry:Qual Rsch	3
Advanced COMM Major Elective		3
Advanced COMM Concentration Elective <sup>2</sup>		3

Advanced COMM Concentration Elective <sup>2</sup>	3
<b>Semester Credit Hours</b>	<b>15</b>
<b>Spring</b>	
COMM 3310 Methods of Inquiry:Quant Rsch	3
Advanced COMM Major Elective	3
Advanced COMM Major Elective	3
Advanced COMM Concentration Elective <sup>2</sup>	3
Advanced COMM Concentration Elective <sup>2</sup>	3
<b>Semester Credit Hours</b>	<b>15</b>
<b>Senior</b>	
<b>Fall</b>	
COMM 4360 Comm Theory&Practice	3
Advanced COMM Major Elective	3
Advanced COMM Major Elective	3
Advanced COMM Concentration Elective <sup>2</sup>	3
Advanced COMM Concentration Elective <sup>2</sup>	3
<b>Semester Credit Hours</b>	<b>15</b>
<b>Spring</b>	
COMM 4350 Internship	3
Advanced COMM Major Elective	3
Advanced COMM Major Elective	3
Advanced COMM Major Elective	3
Advanced COMM Concentration Elective <sup>2</sup>	3
<b>Semester Credit Hours</b>	<b>15</b>
<b>Total Semester Credit Hours</b>	<b>120</b>

<sup>1</sup> Co-requisite: Must be taken concurrently with Science lab.

<sup>2</sup> Select 21 SCH from COMM COMM 3322, COMM 3323, COMM 3329, COMM 4323, COMM 4325, COMM 4340, COMM 3309, COMM 4330 (when topics meet Digital and Strategic Communication concentration) or course approved by program director.

*Actual degree plans may vary depending on availability of courses in a given semester.*

*Some courses may require prerequisites not listed.*