

Communication Studies BA

66 Quarter Credits

Why Study Communication Studies with a Public Relation

Communication studies students are engaged in understanding effective human communication techniques. Within this, Public relations is a growing field and a valuable degree for energetic, creative and outgoing individuals interested in current events, advertising, consumer behavior, popular culture and public relation processes in a growing digital and media driven world. This option for a BA in Communication Studies will provide you with the opportunity to develop an understanding of public relations theories and practices, advance your desktop publishing and design skills, and hone your critical thinking skills all while developing effective communication techniques.

Other Degree Options

The Bachelor of Arts Communication Studies offers you two options: 1. Communication Studies and 2. Communication Studies in Public Relations. Each option provides you with an introduction to concepts in communication and the social sciences. These degrees are similar with the exception of the elective component. The Public Relations option requires 66 credits for completion and has no required minor. The general Communication Studies option requires 59 credits for completion and requires a minor.

Career Opportunities

Public Relations is a growing field and students graduating with this Communication Studies option find career opportunities in Public Relations Firms, Labor Unions, Healthcare Organizations, Government, Business Corporations, Associations, and Volunteer Organizations.



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This is an example of a four year class schedule. Academic Advisors are there to help create individualized plans.

	Q1	Q2	Q3
First Year	BACR (5 cr.) General Elective (5 cr.) ENGL 101 (5 cr.)	BACR (5 cr.) CMST 208 (5 cr.) MATH 107 (5 cr.)	BACR (5 cr.) General Elective (5 cr.) ENGL 201 (5 cr.)
Second Year	Diversity (5 cr.) CMST 201 (5 cr.) JRNM 209 (5 cr.)	BACR (5 cr.) Global (UL) (5 cr.) CMST 309 (5 cr.)	BACR (5 cr.) CMST 330* or CSBS 320* (5 cr.) CSBS 310 (5 cr.)
Third Year	General Elective (5 cr.) CMST 461 (4 cr.) JRNM 332 (5 cr.)	General Elective (5 cr.) Upper Div. Elective (5 cr.) CMST 462 (5 cr.)	Design elective (4 cr.) General Elective (4 cr.) Upper Div. Elective (5 cr.) JRNM 453 (4 cr.)
Fourth Year	General Elective (5 cr.) General Elective (5 cr.) Required Core (UL) (5 cr.)	General Elective (5 cr.) Required Core (UL) (5 cr.) CMST 490 (5 cr.)	General Elective (4 cr.) General Elective (5 cr.) Required Core (UL) (5 cr.)

Listed is a Sample Four Year Plan. Individual plans will vary based on placement test scores and course availability.



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