

COMMUNICATION (BA)



This program was approved for students entering the university in the Summer 2023–Spring 2024 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Bachelor of Arts in Communication
Unit: College of Arts and Sciences (<http://www.louisville.edu/a-s/>) (AS)
Department: Communication (<http://comm.louisville.edu/department/>)
Academic Plan Code(s): COMMBA, COMMBA_O

Program Information

This program can be completed in a traditional classroom format or entirely online (<http://louisville.edu/online/programs/bachelors/online-bachelor-of-arts-or-science-in-communication/>).

The Department of Communication offers both a Bachelor of Arts and a Bachelor of Science degree in Communication.

A Bachelor of Arts degree and a Bachelor of Science degree are equally valued. Both offer the students who earn them the opportunity to continue their education at the master’s degree level if they are so inclined. But, the two tracks do tend to hone different strengths. The coursework required for a Bachelor of Arts degree generally allows students to sharpen their oral and written communication skills. The demands of a Bachelor of Science degree include sharpening basic Communication skills as well as developing analytical skills relevant to Communication in a more in-depth manner.

Completion of this degree requires work to be submitted for the department’s Learning Outcomes Measurement. For details, contact the department.

Degree Summary

Code	Title	Hours
General Education Requirements (http://catalog.louisville.edu/undergraduate/general-education-requirements/) ¹		31
College/School Requirements ²		19
Program/Major Requirements ^{1, 2}		36
Supporting Courses		35
Minimum Total Hours		121

Accelerated BA/MA (Master of Arts) in Communication

Communication majors who are considering pursuing a master’s degree (MA) in Communication can speed up the process by applying some of

their undergraduate credit hours toward a master’s degree. Students accepted into the Accelerated BA/MA take three graduate courses (9 credit hours) as an undergraduate that apply toward both the bachelor’s degree and the eventual master’s degree.

Interested students must apply for admission to the program. Admission will be based on cumulative GPA (3.25 or better after earning 45 credit hours), completion of COMM 316 with a grade of B or higher, and two letters of recommendation from Communication faculty. Only students seeking a graduate assistantship will be required to take the GRE.

- ¹ Some credit hours from the General Education Requirements may be satisfied by courses defined by the program, in which case additional electives will be required to complete the minimum hours for the degree. See the Degree Requirements tab for specific coursework.
- ² 3 hours of College/School requirement is satisfied in Natural Science requirement in Program/Major supporting coursework.

Specific coursework information can be found on the Degree Requirements tab.

Departmental Admission Requirements

- Admission to the BA in Communication requires:
- a. Completion of COMM 201 with a minimum grade of C
 - b. A minimum cumulative grade point average of 2.0
 - c. A minimum grade point average of 2.0 on courses in the major

The Change Major Request form can be found under the Academic Progress tile on ULink.

General Education Requirements

Code	Title	Hours
General Education Requirements (http://catalog.louisville.edu/undergraduate/general-education-requirements/) [*]		31

The following courses are required by the program and can satisfy the respective General Education Requirement:

COMM 201	Introduction to Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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Some other courses approved as options for satisfying program requirements (e.g., MATH 109) may also satisfy General Education requirements.

^{*}All degrees require the completion of the University-wide General Education Program (link provided above). Some General Education requirements may be met in the requirements for the major or supporting coursework, in which case additional electives may be required to complete the minimum hours for the degree.

College/School Requirements

Code	Title	Hours
Arts & Sciences Requirements		
GEN 100 or GEN 101	Student Success Center First Year Experience or Arts & Sciences First Year Experience	1
Foreign Language ¹		12
Electives in Humanities or Natural Sciences at the 300-level or above ²		6

WR—two approved courses at the 300 level or above³**Minimum Total Hours** 19

Program/Major Requirements

Code	Title	Hours
Department of Communication		
COMM 201	Introduction to Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) ⁴	3
COMM 303	Introduction to Communication Technologies	3
COMM 304	Argument In Everyday Life	3
COMM 305	Introduction to Mass Communication	3
COMM 315	Introduction to Interpersonal Communication	3
COMM 316	Research Methods	3
COMM elective at 200 level or above		3
COMM electives at 300 level or above		9
COMM electives at 400 level or above		3
COMM CUE course (see list below)		3
Minimum Total Hours		36
Supporting Courses		
<i>Statistics/Quantitative Methods</i>		3
Select one of the following: ⁵		
BSTA 201	Business Statistics	
COMM 255	Communication and Statistics - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
CJ 326	Quantitative Analysis - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
HSS 377	Foundations of Quantitative Statistics-QR - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MATH 109	Introduction to Social Statistics - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PAS 408	Research Methods in Pan-African Studies - WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
POLS 390	Political Science Research Methods	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
<i>Social Science Elective in Human Behavior</i> ⁹		3
Select one of the following: ⁶		
ANTH 201	Introduction to Cultural Anthropology - D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
ANTH 203	Archaeology of Human History - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	

Code	Title	Hours
Department of Communication		
COMM 201	Introduction to Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) ⁴	3
COMM 303	Introduction to Communication Technologies	3
COMM 304	Argument In Everyday Life	3
COMM 305	Introduction to Mass Communication	3
COMM 315	Introduction to Interpersonal Communication	3
COMM 316	Research Methods	3
COMM elective at 200 level or above		3
COMM electives at 300 level or above		9
COMM electives at 400 level or above		3
COMM CUE course (see list below)		3
Minimum Total Hours		36

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<i>Statistics/Quantitative Methods</i>		3
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HSS 377	Foundations of Quantitative Statistics-QR - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
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HSS 377	Foundations of Quantitative Statistics-QR - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
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POLS 390	Political Science Research Methods	
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SOC 301	Introduction to Social Statistics	

<i>Social Science Elective in Human Behavior</i> ⁹		3
Select one of the following: ⁶		

ANTH 201	Introduction to Cultural Anthropology - D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
ANTH 203	Archaeology of Human History - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	

ANTH 309/ PAS 368	Sex, Gender and Culture
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CJ 200	Crime and Justice in the United States - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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CJ 201	Law Enforcement in the United States - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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CJ 202	Corrections in the United States - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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GEOG 324	Race and Place
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HIST 321	Black Culture and U.S. Democracy
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HIST 326	History of Childhood in America - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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HSS 364	Women's Health Issues - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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LALS 317	Social Sciences Special Topics in Latino Studies
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PAS 200	Introduction to Pan-African Studies - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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PAS 301	Social Sciences Special Topics in Pan-African Studies
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PSYC 201	Introduction to Psychology - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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SOC 201	Introduction to Sociology - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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SOC 202	Social Problems - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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SOC 203	Self and Society
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SOC 210	Race in the United States - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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SOC 305	Urban Sociology
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SOC 325	Sociology of Human Sexuality
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SOC 327/ WGST 313	Sociology of Gender
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WGST 201	Women In American Culture - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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WGST 301	Introduction to Lesbian, Gay, Bisexual, Transgender, and Queer Studies	
<i>Natural Science Elective in Human Behavior, Development, Environment or Health</i> ⁹		3
Select one of the following: ⁷		
ANTH 306	Human Biological Variation	
BIOL 102	Biology: Current Issues and Applications - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
BIOL 240	Unity of Life - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
BIOL 242	Diversity of Life - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
BIOL 260	Human Anatomy & Physiology I	
CHEM 101	Chemistry and Contemporary Society - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
CHEM 105	Chemistry for Health Professionals - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
CHEM 201	General Chemistry I - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
ENVS 200	The Global Environment - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
ENVS 220	Introduction to Weather and Climate - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
ENVS 360	Global Environmental Change	
ENVS 363	Climate Science	
HSS 302	Nutrition in Healthy Living	
HSS 303	Human Nutrition	
PHYS 107	Elementary Astronomy - S (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHYS 111	Elements of Physics - B (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PSYC 305	Brain and Behavior	
BSW 203	Human Biology for Social Sciences	
Social Science electives (other than Communication) with 12 hours at the 300 level or above ^{8,9}		15
Minimum Electives ¹⁰		11
Minimum Total Hours		35

At least 50 of the total minimum hours required must be at the 300 level or above.

Code	Title	Hours
Culminating Undergraduate Experience (Graduation requirement)		
Requirement fulfilled by completing one of the following:		
COMM 375	Communication and the Environment - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	

COMM 385	Rhetoric in Civic Life - WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 402	Independent Research in Communication - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 417	Senior Communication Internship - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 427	Case Studies in Communication - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 429	Documentary Production - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 430	Health Communication - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/), WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 436	Health Communication Campaign Planning - WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/), CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 437	Mass Media and Close Relationships - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 445	Strategic Communication Campaigns - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 450	Advanced Intercultural Communication - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/), WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 464	Special Topics in Communication - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 466	Special Topics in Communication Studies - WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/), CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 465	Special Topics in Communication Service Learning - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 481	Senior Practicum - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 498	Senior Thesis - WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/), CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 505	Perspectives on Religion and Media - WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/), CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)

COMM 506	Ethical Problems in Communication - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/), WR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 565	Special Topics in Communication Service Learning - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)

- 1 Completion of the intermediate level of a single foreign language
- 2 In addition to courses counted toward General Education
- 3 May be incorporated into other degree requirements
- 4 Fulfills General Education requirement.
- 5 Or another statistics elective approved by an advisor
- 6 Or another Social Science elective approved by an advisor
- 7 Or another Natural Sciences course approved by an advisor
- 8 Only 12 hours needed if statistics requirement fulfilled in a social science discipline.
- 9 In addition to courses counted toward General Education
- 10 Students who satisfy General Education Requirements by courses defined by the program will require additional electives to complete the minimum hours for the degree.

Flight Plan

Year 1		Hours
Fall		
GEN 100 or GEN 101	Student Success Center First Year Experience or Arts & Sciences First Year Experience	1
ENGL 101	Introduction to College Writing - WC (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
General Education: Cardinal Core Arts & Humanities US Diversity - AHD1		3
General Education: Cardinal Core Quantitative Reasoning - QR		3-4
Foreign Language 1		3-4
COMM 201	Introduction to Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Hours		16-18
Spring		
ENGL 102	Intermediate College Writing - WC (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
COMM 111 or COMM 112 or COMM 115	Introduction to Public Speaking - OC (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or Business and Professional Speaking - OC (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or Interpersonal Skills - OC (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
General Education: Cardinal Core Natural Sciences - S		3
Communication Elective (200 level or above)		3
Foreign Language 2		3-4
Hours		15-16
Year 2		
Fall		
COMM 305	Introduction to Mass Communication	3
General Education: Cardinal Core Social & Behavioral Sciences Historical Perspective - SBH		3
Foreign Language 3		3-4
Communication Elective (300 level or above)		3

General Elective		2
Hours		14-15
Spring		
COMM 304	Argument In Everyday Life	3
Statistics/Quantitative Methods Elective		3
Humanities or Natural Science Elective (300 level or above)		3
Foreign Language 4 (if needed) or General Elective		3
General Education: Cardinal Core Natural Sciences - S		3
General Education: Cardinal Core Natural Sciences Lab - SL		1
Hours		16
Year 3		
Fall		
COMM 303	Introduction to Communication Technologies	3
COMM 315	Introduction to Interpersonal Communication	3
General Education: Cardinal Core Arts & Humanities Global Diversity - AHD2		3
Humanities or Natural Science Elective (300 level or above)		3
Social Science Elective in Human Behavior		3
Hours		15
Spring		
COMM 316	Research Methods	3
Communication Elective (300 level or above)		3
Communication WR Elective (300 level or above)		3
Social Science Elective		3
Natural Science Elective in Human Behavior, Development, Environment or Health Elective		3
Hours		15
Year 4		
Fall		
Communication Elective & WR (400 level or above)		3
Social Science Elective (300 level or above)		3
Social Science Elective (300 level or above)		3
Social Science Elective (300 level or above)		3
General Elective		3
Hours		15
Spring		
Communication CUE course		3
General Elective		3
Social Science Elective (300 level or above)		3
General Elective (300 level or above)		3
General Elective		3
Hours		15
Minimum Total Hours		121-125

Click here to run a Degree Audit report, or create a What-if report. (https://ulink.louisville.edu/psp/pa91p/EMPLOYEE/EMPL/h/?tab=L_STUDENT_SERVICES) Once you're logged into your ULink account, click on the Student Services tab, then click on "View my Academic Advisement Report" to run a Degree Audit report in the Undergraduate Advising area. To create a What-if report, click on "Create a What-if Advisement Report."

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan. What-if reports allow you to compare the courses you have completed in your current academic plan to the courses required in another academic plan. For both reports, please consult with your advisor before editing your course schedule.