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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Education Requirements</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>College/School Requirements</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Program/Major Requirements</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Supporting Courses</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td>Minimum Total Hours</td>
<td>121</td>
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</table>

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Education Requirements (<a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a>)</td>
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<tr>
<td></td>
<td>The following courses are required by the program and can satisfy the respective General Education Requirement:</td>
<td></td>
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<tr>
<td></td>
<td>COMM 201 Introduction to Communication</td>
<td></td>
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<tr>
<td></td>
<td>Some other courses approved as options for satisfying program requirements (e.g., MATH 109) may also satisfy General Education requirements.</td>
<td></td>
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</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
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<td>Arts &amp; Sciences Requirements</td>
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<td></td>
<td>GEN 100 or GEN 101 Student Success Center First Year Experience</td>
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<td>Foreign Language</td>
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<td></td>
<td>Electives in Humanities or Natural Sciences at the 300-level or above</td>
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</table>

Minimum Total Hours 19
## Program/Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 201</td>
<td>Introduction to Communication</td>
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<tr>
<td>COMM 303</td>
<td>Introduction to Communication Technologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 304</td>
<td>Argument in Everyday Life</td>
<td>3</td>
</tr>
<tr>
<td>COMM 305</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 315</td>
<td>Introduction to Interpersonal Communication</td>
<td>3</td>
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<tr>
<td>COMM 316</td>
<td>Research Methods</td>
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<td></td>
<td>COMM elective at 200 level or above</td>
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<td>COMM electives at 300 level or above</td>
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<tr>
<td></td>
<td>COMM electives at 400 level or above</td>
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<td>COMM CUE course (see list below)</td>
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</table>

**Minimum Total Hours** 36

### Supporting Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>Statistics/Quantitative Methods</td>
<td>3</td>
</tr>
<tr>
<td>BSTA 201</td>
<td>Business Statistics</td>
<td></td>
</tr>
<tr>
<td>COMM 255</td>
<td>Communication and Statistics</td>
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</tr>
<tr>
<td>CJ 326</td>
<td>Quantitative Analysis</td>
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<tr>
<td>HSS 377</td>
<td>Foundations of Quantitative Statistics-QR</td>
<td></td>
</tr>
<tr>
<td>MATH 109</td>
<td>Introduction to Social Statistics</td>
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<tr>
<td>PAS 408</td>
<td>Research Methods in Pan-African Studies</td>
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<tr>
<td>POLS 390</td>
<td>Political Science Research Methods</td>
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<tr>
<td>PSYC 301</td>
<td>Statistics for Psychology</td>
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<tr>
<td>SOC 301</td>
<td>Introduction to Social Statistics</td>
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**Social Science Elective in Human Behavior** 9

Select one of the following:

- ANTH 201 Introduction to Cultural Anthropology
- ANTH 203 Archaeology of Human History
- ANTH 309/ PAS 368 Sex, Gender and Culture
- CJ 200 Crime and Justice in the United States
- CJ 201 Law Enforcement in the United States
- CJ 202 Corrections in the United States
- GEOG 324 Race and Place
- HIST 321 Black Culture and U.S. Democracy
- HIST 326 History of Childhood in America
- HSS 364 Women's Health Issues
- LALS 317 Social Sciences Special Topics in Latino Studies
- PAS 200 Introduction to Pan-African Studies
- PAS 301 Social Sciences Special Topics in Pan-African Studies
- PSYC 201 Introduction to Psychology
- SOC 201 Introduction to Sociology
- SOC 202 Social Problems
- SOC 203 Self and Society
- SOC 210 Race in the United States
- SOC 305 Urban Sociology
- SOC 325 Sociology of Human Sexuality

**Natural Science Elective in Human Behavior, Development, Environment or Health** 3

Select one of the following:

- ANTH 306 Human Biological Variation
- BIOL 102 Biology: Current Issues and Applications
- BIOL 240 Unity of Life
- BIOL 242 Diversity of Life
- BIOL 260 Human Anatomy & Physiology I
- CHEM 101 Chemistry and Contemporary Society
- CHEM 105 Chemistry for Health Professionals
- CHEM 201 General Chemistry I
- ENVS 200 The Global Environment
- ENVS 220 Introduction to Weather and Climate
- ENVS 360 Global Environmental Change
- ENVS 363 Climate Science
- HSS 302 Nutrition in Healthy Living
- HSS 303 Human Nutrition
- PHYS 107 Elementary Astronomy
- PHYS 111 Elements of Physics
- 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

**Minimum Electives** 10

**Minimum Total Hours** 35

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Culminating Undergraduate Experience (Graduation requirement)</td>
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<tr>
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<td>Requirement fulfilled by completing one of the following:</td>
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<tr>
<td>COMM 375</td>
<td>Communication and the Environment</td>
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<tr>
<td>COMM 385</td>
<td>Rhetoric in Civic Life</td>
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<tr>
<td>COMM 402</td>
<td>Independent Research in Communication</td>
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<tr>
<td>COMM 417</td>
<td>Senior Communication Internship</td>
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<tr>
<td>COMM 427</td>
<td>Case Studies in Communication</td>
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<tr>
<td>COMM 429</td>
<td>Documentary Production</td>
<td></td>
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<tr>
<td>COMM 430</td>
<td>Health Communication</td>
<td></td>
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<td>COMM 436</td>
<td>Health Communication Campaign Planning</td>
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<tr>
<td>COMM 437</td>
<td>Mass Media and Close Relationships</td>
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<td>COMM 445</td>
<td>Strategic Communication Campaigns</td>
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<tr>
<td>COMM 450</td>
<td>Advanced Intercultural Communication</td>
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<td>COMM 464</td>
<td>Special Topics in Communication</td>
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<td>COMM 466</td>
<td>Special Topics in Communication Studies</td>
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<tr>
<td>COMM 467</td>
<td>Special Topics in Communication Service Learning</td>
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<tr>
<td>COMM 481</td>
<td>Senior Practicum</td>
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<td>COMM 498</td>
<td>Senior Thesis</td>
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<td>COMM 505</td>
<td>Perspectives on Religion and Media</td>
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</table>

- 3
- 9
- 8
- 6
- 5
- 7
- 10
- 11
- 4
Flight Plan

Year 1

Fall

- GEN 100 or GEN 101: Student Success Center First Year Experience or Arts & Sciences First Year Experience (1 hour)
- ENGL 101: Introduction to College Writing (3 hours)
- General Education: Cardinal Core Arts & Humanities US Diversity - AHD1 (3 hours)
- General Education: Cardinal Core Quantitative Reasoning - QR (3-4 hours)
- Foreign Language 1 (3-4 hours)
- COMM 201: Introduction to Communication (3 hours)

Hours: 16-18

Spring

- ENGL 102: Intermediate College Writing (3 hours)
- COMM 111 or COM 112 or COMM 115: Introduction to Public Speaking or Business and Professional Speaking or Interpersonal Skills (3 hours)
- General Education: Cardinal Core Natural Sciences - S (3 hours)
- Communication Elective (200 level or above) (3 hours)
- Foreign Language 2 (3-4 hours)

Hours: 15-16

Year 2

Fall

- COMM 305: Introduction to Mass Communication (3 hours)
- General Education: Cardinal Core Social & Behavioral Sciences Historical Perspective - SBH (3 hours)
- Foreign Language 3 (3-4 hours)
- Communication Elective (300 level or above) (3 hours)
- General Elective (2 hours)

Hours: 14-15

Spring

- COMM 304: Argument in Everyday Life (3 hours)
- Statistics/Quantitative Methods Elective (3 hours)
- Humanities or Natural Science Elective (300 level or above) (3 hours)
- Foreign Language 4 (if needed) or General Elective (3 hours)
- General Education: Cardinal Core Natural Sciences - S (3 hours)
- General Education: Cardinal Core Natural Sciences Lab - SL (1 hour)

Hours: 16

Year 3

Fall

- COMM 303: Introduction to Communication Technologies (3 hours)
- COMM 315: Introduction to Interpersonal Communication (3 hours)
- General Education: Cardinal Core Arts & Humanities Global Diversity - AHD2 (3 hours)
- Humanities or Natural Science Elective (300 level or above) (3 hours)

Minimum Total Hours: 121-125

Social Science Elective in Human Behavior

Spring

- COMM 316: Research Methods (3 hours)
- Communication Elective (300 level or above) (3 hours)
- Communication WR Elective (300 level or above) (3 hours)
- Social Science Elective (3 hours)
- Natural Science Elective in Human Behavior, Development, Environment or Health Elective (3 hours)

Hours: 15

Year 4

Fall

- Communication Elective & WR (400 level or above) (3 hours)
- Social Science Elective (300 level or above) (3 hours)
- Social Science Elective (300 level or above) (3 hours)
- Social Science Elective (300 level or above) (3 hours)
- General Elective (3 hours)

Hours: 15

Spring

- Communication CUE course (3 hours)
- General Elective (3 hours)
- Social Science Elective (300 level or above) (3 hours)
- General Elective (3 hours)
- General Elective (3 hours)

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.