STUDENTS MAJORING IN COMMUNICATION MUST:

- Complete at least 124 hours (required for graduation)
- Maintain a 2.5 grade point average (Overall and in the major)
- Complete the required Communication Core requirements
- Complete all courses required for Liberal Arts and Sciences General Education
  - Foreign Language courses (or equivalents) are required for all BA degrees in the College of Liberal Arts and Sciences.
- Complete a minimum of 40 credit hours in communication (Some emphasis areas require more.)

Students who wish to major in Communication must officially declare the major and must complete the following before enrolling in COMM 301:

- ENGL 101 – College English I (C- or better)
- ENGL 102 – College English II (C- or better)
- COMM 111 – Public Speaking (C- or better)
- COMM 130 – Communication and Society OR COMM190 Intro to Human Communication (C- or better)
- Grammar, Spelling, and Punctuation Exam (GSP) with passing grade (102 Elliott Hall 978-3185)

COMMUNICATION CORE (21 hours)

- 130 – (3) Communication and Society OR COMM190 Intro to Human Communication
- 301 – (3) Writing for the Mass Audience (ENGL 101, ENGL 102, COMM 130 or COMM190, pass the GSP)
- 325 – (3) Speaking in Business and the Professions (COMM 111)
- 535 – (3) Communication Analysis and Criticism (COMM 301, junior standing)

Plus ONE of the following:
- 305 – (3) Visual Technologies
- 306 – (3) Intro to Multimedia

Plus TWO of the following:
- 430 – (3) Communication Research and Inquiry (COMM 130 or COMM190, junior standing)
- 630 – (3) Communication Law and Responsibility
- 631 – (3) Historical & Theoretical Issues in Communication (COMM 130 or COMM190, junior standing)

ADDITIONAL REQUIREMENTS FOR IMC MAJORS (18 hours + 6 hours in Business)

- 324 – (3) Introduction to Integrated Marketing Communications (COMM 301)
- 450 – (3) IMC Strategy
- 502 – (3) Public Information Writing (COMM 301, Junior Standing)
- 525 – (3) Advertising Copywriting (COMM 301, 324)
- 626 – (3) Integrated Marketing Communications Campaigns (COMM 324, 525)

Plus THREE hours of upper division communication electives selected in consultation with adviser.

Outside Requirements:
- MKT 300 – (3) Marketing
- MKT 405 – (3) Consumer Behavior

Students must fill out a request form from the Barton School of Business to enroll for MKT 300 and MKT 405. Ask your adviser for a form.