

COMMUNICATION B.A.

Professional Communication Option/Strategic Emphasis

ACADEMIC ADVISING

Partnering with students to successfully navigate college

Location: Main Hall 208

Phone: 719.255.3260

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- Appointments: www.uccs.edu/advising/current-students
- Drop In Advising: Most Wednesdays, 1:00pm - 4:00pm

Prospective Students: www.uccs.edu/admissions/contact

GENERAL ACADEMIC INFORMATION

Minimum Graduation Requirements

1. 120 credit hours
2. 45 upper-division credit hours (3000-4999 level)
3. 2.0 CU cumulative GPA
4. Residency: Last 30 credit hours of degree must be completed while registered in the College of Letters, Arts, and Sciences at UCCS

Student Responsibilities

Students are required to know and follow:

1. All academic policies set forth by the University, College, and academic department in the UCCS Catalog: catalog.uccs.edu
2. All course prerequisites designated by the University. Failure to meet course prerequisites may result in an administrative drop of the course from a student's schedule. See degree audit for course prerequisites within the academic major.

MAJOR INFORMATION

Scholars of communication study the complex process of human communication within interpersonal, group, organizational, public, intercultural, media and technological contexts. The ability to communicate abstractly separates humans from all other species. The Department of Communication is designed to educate the student in the complexities of uniquely human communication by focusing on both theoretical and pragmatic concerns. Strategic Communication is the study of how individuals and organizations use communication and media to negotiate their role in highly mediated societies.

Major Requirements			
Communication Major Professional Communication Option -Strategic Emphasis (39 hours)	Course/Area	Course Title	Credit Hours
<ul style="list-style-type: none"> • Requires a minimum of 39 credit hours of COMM course work • Requires a minimum of 18 credit hours of upper-division (3000-4999 level) COMM course work. • Must maintain a minimum 2.0 major GPA (all COMM courses) to graduate. • 12 credit hours of COMM courses must be completed at UCCS 	COMM 1050	Introduction to Professional Communication	3
	COMM 2030	Introduction to Communication Theory	3
	COMM 2500	Research Methods	3
	COMM 2900	Writing for the Media	3
	COMM 3200	Principles & Practice of Public Relations	3
	COMM 3350	Integrated Marketing Communication	3
	COMM 4240 OR COMM 4800	Advanced Organizational & Strategic Communication Strategic Communication & Campaigns	3
	Leadership Comm Foundation Course	<i>Complete one course from the list below.</i> COMM 2440, 3440, 3770	3
	Organizational Comm Foundation Course	<i>Complete one course from the list below.</i> COMM 2240, 3150, 4160	3
	Electives	<i>Complete 4 UNUSED courses from the list below to fulfill total and upper-division hour requirements for the major:</i> COMM 1020, 2240, 2440, 2770, 2900, 3150, 3200, 3240, 3250, 3280, 3330, 3350, 3400, 3440, 3480, 3550, 3770, 3800, 3850, 4050, 4090, 4100, 4110, 4160, 4200, 4220, 4230, 4250, 4290, 4690, 4770, 4840, 4900, 9400	12
	Senior ePortfolio	<i>Complete the COMM Senior ePortfolio.</i>	0

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General Education and Elective Requirements

Composition (6 hours)	1. ENGL 1310 2. ENGL 1410 3. PORT 3000 (0 Credits) – Writing Portfolio	
Reasoning Skills (3 hours)	See the degree audit for course options.	
Area Requirements (27 hours) • Maximum 2 courses from any one discipline may be applied to the area requirements • Courses may not be taken pass/fail	1. Humanities – 9 credit hours of which 3 credits must be HUM3990. 2. Social Sciences – 9 credit hours 3. Natural Sciences – 9 credits hours, of which at least 1 credit must be from a lab course NOTE: Cannot select courses from primary major courses for area requirements.	
Oral Communication, Cultural Diversity, and Global Awareness Requirements	One course from each list (see degree audit). <i>All courses that fulfill these requirements may also count towards other general education or major requirements.</i>	
Compass Curriculum (12 hours) • Explore and Navigate courses must be outside major and area requirements • Writing Intensive, Inclusiveness, and Sustainability courses can count towards other requirements within degree	Component	Course
	Gateway	GPS 1010
	Explore – Arts, Humanities and Cultures	See Degree Audit
	Explore – Society, Behavior and Health	See Degree Audit
	Explore – Physical and Natural World	See Degree Audit
	Navigate	HUM 3990 (included in LAS area requirements)
	Summit	COMM 4240 or COMM 4800 (included in major requirements)
	Writing Intensive Courses (WIC) <i>Two courses with one upper-division (3000+ level)</i>	1. HUM 3990 (included in LAS area requirements) 2. See Degree Audit
Inclusiveness	See Degree Audit	
Sustainability	See Degree Audit	
General Electives (25-33 hours)	Complete additional courses to meet total and upper-division requirements for your degree program.	

Four-Year Degree Plan

Please note that this is an *example* degree program and your program may vary. **Students are responsible for completing all course prerequisites.**

Year One	✓	FALL	Hours	✓	SPRING	Hours
			ENGL 1310	3		ENGL 1410
		COMM 1050	3		COMM 2030	3
		GPS 1010	3		INDS 1050	3
		Explore – Arts, Humanities & Cultures Course	3		Explore – Physical & Natural World Course	3
		Explore – Society, Behavior and Health Course	3		Humanities Elective	3
		TOTAL	15		TOTAL	15

Year Two	✓	FALL	Hours	✓	SPRING	Hours
			COMM 2500	3		COMM 3200
		COMM 2900	3		Strategic Communication Foundation Course	3
		Organizational Communication Foundation Course	3		Humanities Elective	3
		Natural Science Elective (w/lab)	4		General Elective	3
		Social Science Elective	3		General Elective	3
		TOTAL	16		TOTAL	15

Year Three	✓	FALL	Hours	✓	SPRING	Hours
			COMM 3350	3		COMM Elective
		COMM Elective	3		UD COMM Elective	3
		Upper Division (UD) General Elective	3		Social Science Elective	3
		UD General Elective	3		UD General Elective	3
		General Elective	3		UD General Elective	3
		TOTAL	15		TOTAL	15

Year Four	✓	FALL	Hours	✓	SPRING	Hours
			UD COMM Elective	3		COMM 4240 OR COMM 4800
		HUM 3990	3		Natural Science Elective	2
		Natural Science Elective	3		Social Science Elective	3
		UD General Elective	3		UD General Elective	3
		UD General Elective	3		UD General Elective	3
		TOTAL	15		TOTAL	14