COMMUNICATION BA/BS REQUIREMENT CHECKLIST (Effective Fall 2012- last updated 2/2017)

- This worksheet contains all of the degree requirements for the Communication major. Students complete one of three sequences for the major, in addition to the university and bachelor degree requirements. Use Degree Audit with this worksheet to plan courses.
- A total of 14 Communication courses required. Minimum 2.75 GPA and one completed COMM course are required to declare.
- A maximum of 4 Communication transfer courses from another college may be counted towards the major.

Choose one of the 3 sequences to complete. Must earn a C or better in your major courses.
- Sequences are not formal emphases and are not printed on transcripts or diplomas.

### GENERAL & BACHELOR REQS

| AI | WR2 |
| QA |   |
| QB | FF |
| FF |   |
| SF |   |
| SF or AS |   |
| BF |   |
| BF |   |
| CW |   |
| DV |   |
| IR |   |

* Pick BA or BS
* QI not required for BA
* BA not required for BS: For questions about BA, contact: copeland.johnston@utah.edu

### Electives to Consider for all Sequences:
- CW several options
- DV 3190 Intercultural Communication
- DV 3290 Native American Activism
- IR 3770 Cross Cultural Documentary
- IR 5610 IT & Global Conflict
- IR 5620 International Communication
- QB 1270 Analysis of Argument
- BF 2110 Intro to Interpersonal Comm
- QI 3710 Intro to Quant Comm Research
- QI 5710 Quant Comm Research

### Examples of QI Courses that have Limited Prereqs for BS (QI's not required for BA):
- FCS 3210 FCS Statistics QB/QI
- POLS 3001 Political Analysis QB/QI
- SOC 3112 Social Statistics QB/QI
- SW 3000 Applied SW Statistics QB/QI
- SOC 3650 Population and Society QI/IR

See reverse side for more detailed list of courses including prerequisites.
Strategic Communication Sequence
Public relations, advertising, and integrated marketing communication.

Tier 1: 5 CORE COURSES
4580 Strat Comm Theory & Pract (3) - currently 2580
1610 Introduction to News Writing (prereq: WTG 2010) (4)
3505 Introduction to Media Business and Ethics - currently 1500 previously 3505 Living in a Media World (3)
3550 Principles of Visual Communication (3)
5300 Mass Communication Law (prereqs: COMM 3505 or 1500, must be a declared senior/junior, recommend taking this your senior year) (4)

Tier 2: THREE COURSES (*One must be 4590 or 5580)
- Pick 2 courses from this list:
  3580 Strategic Communication, Special Topics (3)
  3610 Internship: students must apply to this course at communication.utah.edu click on the “find an internship” icon. (1-6, must take for at least 1 credit to count for the major)
  3630 Absolute Communication (3)
  3670 Principles of Advertising (3)
  3680 Advertising Media Analysis & Planning (3)
  3690 Making Brands Stick (3)
  4570 Visual Editing- Photoshop (4)
  5200 Persuasion & Political Communication (3)
  5590 Integrated Marketing Communication (3)
  5660 Media Ethics (prereq: COMM 3505 or 1500) (3)
- Pick 1 (both courses can be taken in this tier to go towards the 3 courses needed in this tier):
  *4590 Writing for Strategic Communication (prereqs: COMM 1610, COMM 4580 or 2580) (3) CW
  *5580 PR Cases & Campaigns (prereqs: COMM 1610, COMM 3505 or 1500, COMM 4580 or 2580) (4) CW

Tier 3: COMPLETE ONE
- Pick 1 course from this list:
  3710 Introduction to Quant Comm Research (prereq: QA or QB) (3) QI
  5710 Quant Comm Research (prereq: COMM 3710 or equivalent) (4) QI

Tier 4: COMPLETE ONE
- Pick 1 course from this list:
  1270 Analysis of Argument (3) QB
  2110 Introduction to Interpersonal Communication BF (3)
  3050 Theoretical Perspectives in Communication (3)
  3115 Communicating Science, Health, Environment (3)
  3140 Dangerous Liaisons in Relationships & Organizations (3)
  3170 Intro to Organizational Communication (3)
  3405 Rhetoric: Aristotle to #twitter (3)

Tier 5: COMPLETE 4 COMM ELECTIVES
Electives are to be taken in addition to the previously listed course requirements.
- Three COMM Electives can be any level.
- One COMM Elective must be 5000-level.

Journalism Sequence
Online, broadcast, and print journalism.

Tier 1: SIX CORE COURSES
1610 Introduction to News Writing (prereq: WTG 2010) (4)
3505 Introduction to Media Business and Ethics - currently 1500 previously 3505 Living in a Media World (3)
3550 Principles of Visual Communication (3)
4670 Specialty Reporting (prereq: COMM 1610) (3) CW
3555 Digital Journalism (prereq: COMM 1610) (3)
5300 Mass Communication Law (prereq: COMM 3505 or 1500, must be a declared senior/junior, recommend taking this your senior year) (4)

Tier 2: THREE COURSES
*At least one from each Writing/Reporting and Visual Groups:

*Writing/Reporting
3520 Radio Journalism (prereq: COMM 1610) (3) CW
3600 Editing Process (prereq: WTG 2010) (4) CW
3660 Voices of Utah (prereq: COMM 1610) (4) CW
4520 TV Journalism (prereq: COMM 1610, COMM 3555 or COMM 3560) (4)
4610 Magazine Writing (prereq: COMM 1610) (3) CW

*Visual
2530 Photojournalism (prereq: COMM 1525) (4)
3530 Advanced Photography (prereq: COMM 1535) (4)
3560 Video Production 1 (4)
4520 TV Journalism (prereq: COMM 1610, COMM 3555 or COMM 3560) (4)
4570 Visual Editing (4)
5550 Digital Imaging (4)
5555 Documentary Photography (prereq: COMM 1535 or equivalent) (4)
5770 Communication Design, Special Topics (3)

Tier 3: CHOOSE ONE
- Pick 1 course from this list:
  3610 Internship: students must apply to this course at communication.utah.edu click on the “find an internship” icon. (1-6, must take for at least 1 credit to count for the major)
  3620 Student Media Practicum (1-6) by application only
  3670 Communication Design, Special Topics (3)

Tier 4: COMPLETE 4 COMM ELECTIVES
Electives are to be taken in addition to the previously listed course requirements.
- Three COMM Electives can be any level.
- One COMM Elective must be a 5000-level.

Communication Studies Sequence
A general, interdisciplinary course of study in communication–interpersonal, organizational, rhetorical, cultural, and media studies.

Tier 1: CHOOSE FOUR COURSES
1270 Analysis of Argument (3) QB
2110 Introduction to Interpersonal Communication BF (3)
3050 Theoretical Perspectives in Communication (3)
3115 Communicating Science, Health, Environment (3)
3140 Dangerous Liaisons in Relationships & Organizations (3)
3405 Rhetoric: Aristotle to #twitter (3)
3505 Introduction to Media Business and Ethics - currently 1500 previously 3505 Living in a Media World (3)

Tier 2: CHOOSE NINE COMM COURSES in Your Focus Area, can be any level
1. COMM ________
2. COMM ________
3. COMM ________
4. COMM ________
5. COMM ________
6. COMM ________
7. COMM ________
8. COMM ________
9. COMM ________

Tier 3: CHOOSE ONE 5000-level COMM ELECTIVE
Plan ahead; few 5000-level courses are offered in summer.
1. COMM 5______

Use the Career & Interest Guide to select courses that will provide the best foundation in your area of interest. Students interested in media careers are strongly recommended to take COMM 5300, Mass Comm Law.