COMMUNICATION MAJOR REQUIREMENTS, BA/BS
STRATEGIC COMMUNICATION SEQUENCE

These requirements are effective for students that declare beginning Fall 2016.
For students interested in studying Public Relations, Advertising, and Integrated Marketing Communication

14 Courses Total: Students need a C or better for all major courses. Pre-requisites and # of credits are listed in parenthesis.

Tier 1: FIVE CORE COURSES
1.) 4580 Strategic Communication Theory & Practice (3)
2.) 1610 Introduction to News Writing (pre-req: WGT 2010) (4)
3.) 3505 Introduction to Media Business and Ethics - previously COMM 1500 (3)
4.) 3550 Principles of Visual Communication (3)
5.) 5300 Mass Communication Law (pre-reqs: COMM 3505, must be a declared senior/junior, recommend taking this your senior year) (4)

Tier 2: THREE COURSES (*One must be 4590 or 5580)
6.-7.) 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)
   3620 Student Media Practicum (1-6)
   3630 Absolute Communication (3)
   3670 Principles of Advertising (3)
   3680 Advertising Media Analysis & Planning (pre-req: COMM 3670) (3)
   3690 Making Brands Stick (3)
   4570 Visual Editing (4)
   5590 Integrated Marketing Communication (3)
   5200 Persuasion & Political Communication (3)
   5660 Media Ethics (pre-req: COMM 3505) (3)
   5950 Advanced Special Topics in Strategic Communication (3)

8.) Pick 1 (both courses can be taken in this tier to go towards the 3 courses needed in this section)
   *4590 Writing for Strategic Communication (pre-req: COMM 1610, COMM 4580) (3) CW
   **5580 PR Cases & Campaigns (pre-req: COMM 1610, COMM 3505, COMM 4580) (4) CW

Tier 3: COMPLETE ONE
9.) Pick 1 course from this list:
   3710 Introduction to Quantitative Research (pre-req: QA or QB) (3) QI
   5710 Communication Research (pre-req: COMM 3710 or equivalent) (4) QI

Tier 4: COMPLETE ONE
10.) Pick 1 course from this list:
   1270 Analysis of Argument (3) QB
   2110 Introduction to Interpersonal Communication (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. There are 14 total courses required for the Communication major, as such students cannot double count COMM courses taken in the previous sections above towards their COMM electives. For instance, COMM 5300 cannot double count as your 5000-level elective. Also, students that opt to take COMM 5580 instead of COMM 4590 cannot have 5580 count as a 5000-level elective. However, any additional COMM courses taken in excess of what is required may be counted as electives.

Choose 2 COMM courses, can be any level
11.) COMM
12.) COMM

Choose 2 5000-Level COMM courses.
Plan ahead; Few 5000-level courses are offered in summer.
13.) *COMM 5
14.) *COMM 5

UNIVERSITY GRADUATION REQUIREMENTS

☐ 2.0GPA (2.75 to declare the major)
☐ 122 credit hours 1/122, In-progress:
☐ 40 upper division (UD) hours 1/40
☐ Residence requirement 1/30

General Education Requirements:
☐ AI: American Institutions
☐ WR: Writing
☐ QA: Quantitative Reasoning
☐ QB: Quantitative Reasoning
☐ FF: Fine Arts
☐ FF: Fine Arts
☐ SF: Physical/Life
☐ SF or AS: Physical/Life, Applied Science
☐ BF: Social/Behavioral Science
☐ BF: Social/Behavioral Science

Bachelor Degree Requirements:
☐ CW: Communication/Writing
☐ DV: Diversity
☐ IR: International

Pick BA or BS:
BS:
☐ QI - Quantitative Intensive
☐ QI - Quantitative Intensive
BA:
☐ 4th semester proficiency in a second language (2020)
BA Language Advisor: copeland.johnston@utah.edu

COMM ELECTIVES TO CONSIDER
CW Several options listed in sequences and class schedule
DV 3070 Communication and Gender
DV 3190 Intercultural Communication
DV 3290 Native American Activism
DV 5540 Media and Diversity
IR 3770 Cross Cultural Documentary
IR 5610 IT & Global Conflict
IR 5620 International Communication
QB 1270 Analysis of Argument
QI 3710 Introduction to Quantitative Research
QI 5710 Communication Research
*Bachelor/Gen Ed requirements do not have to be taken within the major.

Contact Info:
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