

Department of Communication

CORE CURRICULUM & EMPHASES



INTRODUCTION

The Department of Communication offers a B.A. or B.S. in Communication with four emphases: Strategic Communication (public relations, advertising, integrated marketing); Journalism (digital, broadcast, print); Communication Studies; and Science, Health, Environmental, and Risk Communication. Regardless of your emphasis, a major in communication will provide you with knowledge on ethical communication, persuasion, social influence and social responsibility. Paired with improved skills in writing and speaking, you will be highly competitive in the job market.

Students will be required to complete the core curriculum (5 courses, 13+ credits) and one of the four emphases (13 courses, 39+ credits). Students must complete a total of 120 credit hours to earn their Bachelor's degree. 40 of those credit hours must be upper division (3000-level or higher). Students may need to complete additional courses outside of general education and major requirements in order to meet total required hours.

TRANSFER CREDIT

The Department of Communication will allow 6 transfer Communication courses to count towards major requirements. The Office of Admissions determines whether transfer courses are accepted at the University of Utah, but Academic Advisors can help determine which Communication courses may fulfill major requirements.

DEGREE AUDITS

Students are expected to be generating their Degree Audit regularly. It is the official degree tracking tool and is used to clear students for graduation. Click [here](#) for detailed instructions on how to properly generate and view a Degree Audit.

BA VS BS

Bachelor of Arts demonstrates and requires fourth semester proficiency in a second language. Bachelor of Science demonstrates proficiency in research methods and requires one DI or QI course.

MAJOR DECLARATION

Students can declare their major in Communication upon admittance to the University of Utah. Official major declaration can be done by submitting this [form](#).

GRADING

All courses MUST be completed with a grade of C or better to count in the major. Student's may earn ONE C- grade and it will count towards major requirements. After the one allowed C- grade, all other major COMM courses MUST be passed with a C grade or better.

WAITLIST POLICY

Communication classes fill quickly, so students are encouraged to plan ahead and enroll on your assigned [Registration Date](#) to help ensure timely graduation. Academic Advisors in the Department of Communication do not issue permission codes for classes that are full.

If a class is full when a student registers, [wait listing](#) allows a student to add their name to an electronic wait list and potentially be added to the class if space opens up, and they meet all the requirements. Wait listing is not a guarantee to enrollment into a class.

Core Requirements

5 COURSES - MINIMUM 13 CREDITS



Introduction - Complete two of the following courses:

	3	COMM 1020	Principles of Public Speaking HF
	3	COMM 1130	Media Writing
	3	COMM 1270 OR COMM 2270	Analysis of Arg. HF OR Critical Thinking & Arg. HF OR WR2
	3	COMM 1500	Media and Society HF

Methods - Complete one of the following courses:

	3	COMM 3460	Rhetorical Criticism DI
	3	COMM 3700	Qualitative Communication Research DI
	4	COMM 3710	Intro to Quantitative Comm Research QI
	3	COMM 3720	Applied Communication Research Methods DI

Skills - Complete one of the following courses:

	4	COMM 1535	Basic Digital Photo
	3	COMM 3510	Web Design & Content Strategy
	3	COMM 3540	Intro to Podcasting
	4	COMM 3560	Video Production I
	4	COMM 4570	Visual Design & Editing

First Year Experience - Complete one of the following:

	2	COMM 2050	First Year Success
	1	HUM 1010	Exploring Humanities
	1-3	HUM 2800	Humanities Scholars

***Students may use any First Experiences (FE) course to fulfill this requirement, but the listed courses are highly recommended.**

EMPHASIS REQUIREMENTS



Strategic Communication

13 COURSES — MINIMUM 39 CREDITS

Fundamentals - Complete **all** of the following four courses:

	3	COMM 2580	Introduction to Strategic Communication
	3	COMM 3550	Principles of Visual Communication
	3	COMM 4590	Writing for Strat Comm CW (Pre-Req: COMM 2580)
	4	COMM 5300	Mass Communication Law (Pre-Req: Senior Level)

Perspectives - Choose **three** of the following courses:

***One course MUST be COMM 3585 OR COMM 3590**

	3	COMM 3580	Special Topics in Strategic Communication
	3	COMM 3585	PR Cases and Campaigns (Pre-Req: COMM 2580)*
	3	COMM 3590	Integrated Mktg Comm (Pre-Req: COMM 2580)*
	3	COMM 4170	Organizational & Professional Communication
	3	COMM 5200	Persuasion and Political Communication
	3	COMM 5117	Health Campaigns and Media

Skills and Theory - Choose **two** of the following courses (more on following page):

	4	COMM 1535*	Basic Digital Photo*
	3	COMM 3510*	Web Design & Content Strategy*
	4	COMM 3530	Advanced Photography (Pre-Req: COMM 1535)
	3	COMM 3540 *	Introduction to Podcasting *
	4	COMM 3560*	Video Production I*
	3-12	COMM 3610	Internship

	3	COMM 3670	Future of Advertising
	3	COMM 3690	Making Brands Stick
	4	COMM 4560	Documentary Production (Pre-Req: COMM 3560)
	4	COMM 4570*	Visual Design & Editing*
	4	COMM 5555	Documentary Photography (Pre-Req: COMM 1535)

***These skills courses cannot double count in core and emphasis**

Capstone - Choose **one** of the following courses:

	3-4	COMM 4999	Honors Thesis/Project
	3	COMM 5920	PR Agency — Dep. of Comm (Pre-Req: Senior Level)
	3	COMM 5930	PR Agency — Absolute Comm (Pre-Req: Senior Level)
	3	COMM 5950	Advanced Special Topics in Strat Comm (Pre-Req: Senior Level)

Electives - Complete **three** courses (minimum 9 credits):

		COMM 1XXX-5XXX	
		COMM 1XXX-5XXX	
		COMM 5XXX	