

Applied Communication, B.A.

Visit the Communication Department page (<https://www.uvu.edu/comm/>) for more information on the program and access to advising.

Program Description

The Applied Communication major prepares graduates to produce professional written and oral communication. This program fosters the development of data literacy to drive informed ethical decision-making across diverse industries. The program emphasizes critical thinking, digital and media literacy, conflict and negotiation skills, and respect for intercultural perspectives in interpersonal and organizational contexts. Graduates from Applied Communication pursue careers in product and marketing management, advertising and professional writing, human resources, and training and development. Students are also prepared to pursue graduate school.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		120
General Education Requirements		31 Credits
ENGL 1010 or ENGL 1005	Introduction to Academic Writing Foundations of Academic Writing	3
ENGL 2010	Intermediate Academic Writing	3
STAT 1040 or STAT 1045 or MAT 1030 or MAT 1035 or MATH 1050 or MATH 1055	Introduction to Statistics Introduction to Statistics with Algebra Quantitative Reasoning Quantitative Reasoning with Integrated Algebra College Algebra College Algebra with Preliminaries	3
Choose one of the following:		3
HIST 1700	American History (3)	
HIST 2700 & HIST 2710	US History to 1877 and US History since 1877 (6)	
HIST 1740	US Economic History (3)	
POLS 1000	American Heritage (3)	
POLS 1100	American National Government (3)	
Complete the following:		
Distribution Courses:		
Biology		3
Physical Science		3
Personal, Professional, and Civic Growth		3
Humanities (Any Foreign Language 2020G/2020 course)		4
Fine Arts		3
Behavioral/Social Science		3
Discipline Core Requirements		18 Credits
COMM 1020	Public Speaking	3
COMM 1050	Introduction to Communication	3
COMM 3020	Communication Research Methods	3
COMM 3050	Theories of Communication	3
COMM 3190G	Intercultural Communication Encounters	3
COMM 4930	Communication Capstone	3
Discipline Elective Requirements		20 Credits
Complete 20 credits within the Communication Major; 9 must be at the 3000-4000 level		20
COMM 1130	Writing for the Mass Media (3)	

COMM 1500	Introduction to Mass Communication (3)
COMM 1610	Reporting for the Mass Media (3)
COMM 2020R	Communication Field Experience (1-3)
COMM 2070G	Introduction to Gender and Communication (3)
COMM 2100	The News Editing Process (3)
COMM 2110	Interpersonal Communication (3)
COMM 2115	Introduction to Health Communication (3)
COMM 2120	Small Group Communication and Decision Making (3)
COMM 2140	Media Literacy (undefined)
COMM 2170G	Race Class and Gender in U S Cinema (3)
COMM 2250	Principles of Advertising (3)
COMM 2270	Argumentation (3)
COMM 2300	Introduction to Public Relations and Strategic Communication (3)
COMM 2510	Visual Strategies for Communication Majors (3)
COMM 2170	Organizational Communication (undefined)
COMM 2790	Magazine Writing (3)
COMM 2900R	Independent Study (1-3)
COMM 3110	Non Fiction Cinema History (3)
COMM 3130	The Culture of Nature and Technology (3)
COMM 3790	Case Studies in Journalism (3)
COMM 3160	Social Media Analytics (3)
COMM 3170G	Ethnographic Methods for Communication Research (3)
COMM 3025	Introduction to Qualitative Communication Research (3)
COMM 3040	Media Ethics (3)
COMM 3100	Propaganda and Persuasion (3)
COMM 3290	Photojournalism (3)
COMM 3320G	International Business Communication (3)
COMM 3410	Fundamentals of Mediation and Negotiation (3)
COMM 3420	Communication and Conflict (3)
COMM 3500	Media Representation (3)
COMM 3500R	Special Topics in Communication (3)
COMM 3510	Visual Communication Theory (3)
COMM 3520	Public Relations and Strategic Communication Case Studies (3)
COMM 3530	Public Relations and Strategic Communication Writing (3)
COMM 3540	Sports Public Relations (3)
COMM 3560	Public Relations Event and Media Coordination (3)
COMM 3570	Crisis Communication (3)
COMM 3580	Fashion Public Relations and Strategic Communication (3)
COMM 3610	Health Communication and Culture (3)
COMM 3660	Investigative Reporting (3)
COMM 3680	Advertising Media Planning (3)
COMM 3690	Creative Strategy in Communication Campaigns (3)
COMM 3700	Free Expression in a Democratic Society (3)
COMM 3780	Mormons Media and Culture (3)
COMM 4010G	Communication Education (3)
COMM 4110	Interpersonal Communication Theory and Research (3)
COMM 4115	Advanced Health Communication (3)
COMM 4120	Group Communication (3)
COMM 4125	Applied Survey Research (3)
COMM 4170	Contemporary Issues in Organizational Communication (3)
COMM 4180	Communication and Social Behavior (3)
COMM 4190	Family Communication (3)

COMM 4250	Communication and Leadership (3)
COMM 4310	Communication Executive Lecture Series (3)
COMM 4500	Media and Politics (3)
COMM 4630	Wolverine Student Public Relations and Strategic Communication Firm (3)
COMM 4790R	Journalism Workshop (3)
COMM 4810R	Internship (3,6)
COMM 4830	Competitive Case Studies (3)
COMM 4850	Public Relations and Strategic Communication Campaigns (3)
COMM 4970R	Independent Study (1-3)
COMM 3115	Communicating in Environments (3)
COMM 3120	Fundamentals of New and Social Media (3)
COMM 3140	Social Media Content Creation Strategy (3)

B.A. Elective Requirements	12
	Credits
One foreign language	12
Electives	39
	Credits
Students may complete any courses - a total of 40 upper-division credits will be required for graduation (see academic advisor).	39

Graduation Requirements

1. Completion of a minimum of 120 or more semester credits.
2. Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).
3. Residency hours: minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements.
5. Completion of 16 credit hours of course work from one language to include the 1010, 1020, 2010, and 2020G/2020 levels or transferred equivalents.
6. Completion of COMM courses with a C- or higher.
7. Successful completion of at least one Global/Intercultural course.
8. Successful completion of at least two Writing Enriched courses.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1	Credit Hours
ENGL 1010 Introduction to Academic Writing	3
Elective	3
Fine Arts Distribution	3
Behavioral Science/Social Science	3
COMM Elective	3
Credit Hours	15

Semester 2	Credit Hours
COMM 1020 Public Speaking	3
ENGL 2010 Intermediate Academic Writing	3
STAT 1040 Introduction to Statistics	3
Biology GE	3
Language 1	4
Credit Hours	16

Second Year	Credit Hours
Semester 3	
COMM 1050 Introduction to Communication	3
Personal, Professional, and Civic Growth	3
Language 2	4
Elective	3
Elective	3
Credit Hours	16

Semester 4		
COMM Elective		2
Physical Science GE		3
Elective		3
American Institutions GE		3
Language 3		4
	Credit Hours	15
Third Year		
Semester 5		
COMM 3020	Communication Research Methods	3
COMM 3190G	Intercultural Communication Encounters	3
COMM Upper Division Elective		3
Foreign Language 2020G		4
Elective		3
	Credit Hours	16
Semester 6		
COMM 3050	Theories of Communication	3
COMM Elective		3
COMM Upper Division Elective		3
Elective		3
Elective		3
	Credit Hours	15
Fourth Year		
Semester 7		
COMM Elective		3
COMM Upper Division Elective		3
Elective		3
Elective		3
Elective		3
	Credit Hours	15
Semester 8		
COMM 4930	Communication Capstone	3
Elective		3
Elective		3
Elective		3
	Credit Hours	12
	Total Credit Hours	120

Program Learning Outcomes

1. Innovate creative solutions to relational, organizational, and public communication problems.
2. Strategize messages tailored to specific audiences, purposes, and contexts.
3. Analyze communication in personal, organizational, and social contexts.
4. Articulate effective communication practices in personal and professional contexts.

Advertising and promotions managers

- Total Positions 22,200
- Field Growth -2.6%
- Median Salary \$131,870
- Average Openings 1.8

Public relations managers

- Total Positions 78,400
- Field Growth 6.9%
- Median Salary \$134,760
- Average Openings 6.0

Fundraising managers

- Total Positions 38,200
- Field Growth 5.9%
- Median Salary \$119,200
- Average Openings 2.9

Fundraisers

- Total Positions 125,900
- Field Growth 5.9%
- Median Salary \$64,160
- Average Openings 10.0

Communications teachers, postsecondary

- Total Positions 35,000
- Field Growth 3.3%
- Median Salary \$79,910
- Average Openings 2.8

Public relations specialists

- Total Positions 308,000
- Field Growth 6.2%
- Median Salary \$66,750
- Average Openings 27.1