

# Applied Communication, B.S.

The BA/BS/Minor will give students the opportunity to earn a full major/minor in the field of applied communication. This degree prepares students with the necessary skills to (a) examine a wide range of diverse issues, including the communication needs of organizations, effective social interaction, improvement of health care understandings or delivery, implementation of behavioral interventions, training to improve communication, and activist efforts to achieve social change, (b) methodological and (c) theoretical competence to address issues of applied communication, and (d) to practice oral, written, and critical thinking skills.

## Program Requirements

Code	Title	Credit Hours
<b>Total Credit Hours</b>		<b>120</b>
<b>General Education Requirements</b>		<b>35 Credits</b>
ENGL 1010 or ENGL 1005	Introduction to Academic Writing CC Literacies and Composition Across Contexts CC	3
ENGL 2010	Intermediate Academic Writing CC	3
STAT 1040 or STAT 1045	Introduction to Statistics QL Introduction to Statistics with Algebra QL	3
Choose one of the following:		3
HIST 1700	American Civilization AS (3)	
HIST 2700 & HIST 2710	US History to 1877 AS and US History since 1877 AS (6)	
HIST 1740	US Economic History AS (3)	
POLS 1000	American Heritage AS (3)	
POLS 1100	American National Government AS (3)	
PHIL 2050	Ethics and Values IH	3
Complete the following:		
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE Fitness for Life TE	2
Distribution Courses:		
Biology		3
Physical Science		3
Additional Biology or Physical Science		3
Humanities		3
Fine Arts		3
Behavioral/Social Science		3
<b>Discipline Requirements</b>		<b>18 Credits</b>
COMM 1020	Public Speaking HH	3
COMM 1050	Introduction to Communication SS GI	3
COMM 319G	Intercultural Communication Encounters GI	3
COMM 3020	Communication Research Methods WE	3
COMM 3050	Theories of Communication WE	3
COMM 4930	Communication Capstone	3
<b>Discipline Elective Requirements</b>		<b>18 Credits</b>
Complete 18 credits within the Communication Major, 9 must be from the 3000-4000 level.		18
COMM 1130	Writing for the Mass Media (3)	
COMM 1500	Introduction to Mass Communication HH (3)	
COMM 1610	Reporting for the Mass Media (3)	
COMM 202R	Communication Field Experience (1-3)	
COMM 207G	Introduction to Gender and Communication GI (3)	

COMM 2100	The News Editing Process (3)
COMM 2110	Interpersonal Communication SS (3)
COMM 2115	Introduction to Health Communication (3)
COMM 2120	Small Group Communication and Decision Making (3)
COMM 2170	
COMM 217G	Race Class and Gender in U S Cinema GI HH (3)
COMM 2250	Principles of Advertising (3)
COMM 2270	Argumentation (3)
COMM 2300	Introduction to Public Relations and Strategic Communication (3)
COMM 2400	Organizational Communication (3)
COMM 2510	Visual Strategies for Communication Majors (3)
COMM 2790	Magazine Writing (3)
COMM 290R	Independent Study (1-3)
COMM 3110	Non Fiction Cinema History (3)
COMM 314G	Global Cinema History GI (3)
COMM 3290	Photojournalism (3)
COMM 3660	Investigative Reporting (3)
COMM 3680	Advertising Media Planning (3)
COMM 3025	Introduction to Qualitative Communication Research (3)
COMM 3030	Media Literacy SS (3)
COMM 3040	Media Ethics (3)
COMM 3100	Propaganda and Persuasion (3)
COMM 3115	Communicating in Environments (3)
COMM 3120	Fundamentals of New and Social Media (3)
COMM 3130	The Culture of Nature and Technology (3)
COMM 3140	Social Media Content Creation Strategy (3)
COMM 3160	Social Media Analytics (3)
COMM 317G	Ethnographic Methods for Communication Research GI (3)
COMM 332G	International Business Communication GI (3)
COMM 3410	Fundamentals of Mediation and Negotiation (3)
COMM 3420	Communication and Conflict (3)
COMM 3500	Media Representation (3)
COMM 350R	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 362G	International Communication GI (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 3790	Case Studies in Journalism (3)
COMM 401G	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 431R	Communication Executive Lecture Series (1)
COMM 4500	Media and Politics (3)
COMM 4630	Wolverine Student Public Relations and Strategic Communication Firm (3)
COMM 479R	Journalism Workshop (3)
COMM 481R	Internship (3,6)
COMM 4830	Competitive Case Studies (3)
COMM 4850	Public Relations and Strategic Communication Campaigns (3)
COMM 497R	Independent Study (1-3)

<b>Electives</b>	<b>49</b>
	<b>Credits</b>
Students may complete any courses - a total of 40 upper-division credits will be required for graduation (see academic advisor).	49

### 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 COMM courses with a C- or higher.
6. Successful completion of at least one Global/Intercultural course.
7. 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		Credit Hours
<b>Semester 1</b>		
ENGL 1010	Introduction to Academic Writing CC	3
Elective		3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE or Fitness for Life TE	2
Elective		3
Elective		3
<b>Credit Hours</b>		<b>14</b>
<b>Semester 2</b>		
COMM 1020	Public Speaking HH	3
ENGL 2010	Intermediate Academic Writing CC	3
STAT 1040	Introduction to Statistics QL	3
Biology GE		3
Fine Arts GE		3
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Semester 3</b>		
COMM 1050	Introduction to Communication SS GI	3
PHIL 2050	Ethics and Values IH	3
3rd Science		3
Humanities Distribution		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Semester 4</b>		
COMM Elective		3
Physical Science GE		3
Elective		3
American Institutions GE		3

Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Third Year</b>		
<b>Semester 5</b>		
COMM 3020	Communication Research Methods WE	3
COMM Upper Division Elective		3
COMM 319G	Intercultural Communication Encounters GI	3
Elective		4
Elective		3
	<b>Credit Hours</b>	<b>16</b>
<b>Semester 6</b>		
COMM 3050	Theories of Communication WE	3
COMM Upper Division Elective		3
COMM Elective		3
Elective		3
Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Fourth Year</b>		
<b>Semester 7</b>		
COMM Elective		3
COMM Upper Division Elective		3
Elective		3
Elective		3
Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Semester 8</b>		
COMM 4930	Communication Capstone	3
Elective		3
Elective		3
Elective		3
Elective		3
	<b>Credit Hours</b>	<b>15</b>
	<b>Total Credit Hours</b>	<b>120</b>

## Program Learning Outcomes

1. Foundational Knowledge: Students demonstrate knowledge of the field of communication and the meaning and purpose of communication at the individual, group, and societal level.
2. Research Expertise: Students develop in-depth and critical thinking/professional skills.
3. Application of Foundational Knowledge and Research Expertise: Students apply knowledge and expertise to real-world situations and/or research questions.
4. Diversity and Cultural Perspectives: Students develop an understanding of diversity and cultural perspectives in local, regional, and global society.