

# COMMUNICATION ARTS BA/BS

Communications is an academic discipline that encompasses all forms of human communication. The broad range of communicative skills acquired from the study of this discipline may be applicable in any successful career or activity. Graduates with a degree in Communication Arts enter a wide variety of occupations, including radio and television broadcasting, public relations, technical editing, sales, government and academic administration, and teaching, to name a few. A number go on to graduate and professional schools. This major provides students with an understanding of communication in a variety of contexts (e.g., interpersonal, intercultural, organizational, political, and mass communication) and prepares them to be effective and well-rounded communicators. Participation in co-curricular activities such as public speaking competitions, speech and debate, and as staff for the campus newspaper and radio stations are available to students.

All Communication Arts graduates are required to complete:

1. An exit exam,
2. A portfolio, and
3. A senior research project with accompanying symposium presentation.

## General Education Requirements

Code	Title	Credits
<b>Written Communication</b>		
Select one of the following:		6.00
ENGL-101 & ENGL-102	WRITING AND RHETORIC I and WRITING AND RHETORIC II	
ENGL-109	COLLEGE WRITING AND RESEARCH	
<b>Oral Communication</b>		
Select one of the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
<b>Mathematical Ways of Knowing</b>		
Select one of the following:		3.00-5.00
MATH-123	MATH IN MODERN SOCIETY	
MATH-130	FINITE MATHEMATICS	
MATH-143	PRECALCULUS I: ALGEBRA	
MATH-147	PRECALCULUS	
MATH-153	STATISTICAL REASONING	
MATH-170	CALCULUS I	
MATH-253	STATISTICAL METHODS FOR THE SCIENCES	
MATH-257	MATHEMATICS FOR ELEMENTARY TEACHERS II	
MTHPT-130	FINITE MATHEMATICS	
MTHPT-137	MATH FOR TECHNOLOGY	
MTHPT-153	STATISTICAL REASONING	
<b>Humanistic &amp; Artistic Ways of Knowing</b>		
Select one course from two categories:		6.00-8.00
<b>Literature</b>		
ENGL-175	LITERATURE AND IDEAS	
ENGL-257	WORLD CLASSICS	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-260	NATIVE AMERICAN LITERATURE	
ENGL-261	MYTHOLOGIES	
<b>Arts</b>		
ART-100	INTRODUCTION TO ART	
HUM-101	THE ART AND HISTORY OF THE MOTION PICTURE	
HUM-150	INTRODUCTION TO THE ARTS	
MUS-101	SURVEY OF MUSIC	
MUS-102	MUSIC IN AMERICA	

MUS-150	WORLD MUSIC	
MUS-151	HISTORY OF MUSICAL THEATER	
THEA-101	SURVEY OF THE THEATER	
<b>Language</b>		
NP-102	NEZ PERCE LANGUAGE AND HISTORY	
SPAN-102	ELEMENTARY SPANISH II	
<b>Scientific Ways of Knowing</b>		
Select one course from two disciplines; one lab		7.00-8.00
BIOF-100	INTRODUCTION TO BIOINFORMATICS	
BIOL-100	CONCEPTS OF BIOLOGY	
BIOL-120	PLANTS AND PEOPLE	
BIOL-123	BIOLOGY IN FILM	
BIOL-175	HUMAN BIOLOGY	
BIOL-227	HUMAN ANATOMY AND PHYSIOLOGY I	
CHEM-100	CONCEPTS OF CHEMISTRY	
CHEM-105	GENERAL, ORGANIC AND BIOCHEMISTRY	
CHEM-111	PRINCIPLES OF CHEMISTRY I	
CS-108	INTRODUCTION TO COMPUTER SCIENCE	
FSCI-101	INTRODUCTION TO FORENSIC SCIENCE	
GEOL-101	PHYSICAL GEOLOGY	
GEOL-120	INTRODUCTION TO EARTH SYSTEMS	
GIS-271	GEOGRAPHIC INFORMATION SYSTEMS	
ID-240	INTEGRATED SCIENCE II	
NS-140	INTEGRATED SCIENCE I	
NS-150	INTRODUCTION TO NATURAL SCIENCES <sup>1</sup>	
NS-174	NATURAL SCIENCE FOR ELEMENTARY EDUCATOR	
PHYS-111 or PHYS-112	GENERAL PHYSICS I GENERAL PHYSICS II	
PHYS-171	PHYS SCIENCES FOR ELEMENTARY EDUCATORS	
PHYS-205	DESCRIPTIVE ASTRONOMY	
PHYS-211	PHYSICS FOR SCIENTISTS AND ENGINEERS I	
<b>Social &amp; Behavioral Ways of Knowing</b>		
Select from two disciplines:		6.00
ANTH-102	CULTURAL ANTHROPOLOGY	
ANTH-120	WORLD PREHISTORY	
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES	
ECON-201	PRINCIPLES OF MACROECONOMICS	
ECON-202	PRINCIPLES OF MICROECONOMICS	
GEOG-102	INTRODUCTION TO GEOGRAPHY	
HIST-101	WORLD HISTORY I	
HIST-102	WORLD HISTORY II	
HIST-111	UNITED STATES HISTORY I	
HIST-112	UNITED STATES HISTORY II	
HRPT-184	DIVERSITY IN ORGANIZATIONS	
HRPT-185	HUMAN RELATIONS IN ORGANIZATIONS	
POLS-101	AMERICAN NATIONAL GOVERNMENT	
POLS-237	INTERNATIONAL POLITICS	
POLS-285	COMPARATIVE GOVERNMENT	
PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY	
PSYC-205	LIFESPAN DEVELOPMENTAL PSYCHOLOGY	
SOC-101	INTRODUCTION TO SOCIOLOGY	
SOC-102	SOCIAL PROBLEMS	

SS-184	DIVERSITY IN ORGANIZATIONS	
SS-185	HUMAN RELATIONS IN ORGANIZATIONS	
<b>Global Perspectives</b>		
Select one of the following:		4.00
NP-101	NEZ PERCE LANGUAGE AND CULTURE	
SPAN-101	ELEMENTARY SPANISH I	
<b>Integrative Seminar: Ethics &amp; Values</b>		
Select one of the following:		3.00
ID 300A - 300Z (see course descriptions for options)		
ID-301A	HELLS CANYON INSTITUTE	
<b>Foreign/Heritage Language</b>		
Select courses in the chosen foreign/heritage language numbering 101, 102, 201, and 202		12.00
<b>Total Credits</b>		<b>38.00-43.00</b>

## Program Requirements

Code	Title	Credits
<b>Major Courses</b>		
COMM-201	INTRODUCTION TO MASS COMMUNICATION	3.00
COMM-202	INTERPERSONAL COMMUNICATION	3.00
COMM-301	MEDIA RELATIONS	3.00
COMM-310	ORGANIZATIONAL COMMUNICATION	3.00
COMM-320	PERSUASION	3.00
COMM-330	PROFESSIONAL COMMUNICATION	3.00
COMM-345	INTERCULTURAL COMMUNICATION	3.00
COMM-380	ETHICAL ISSUES IN COMMUNICATION	3.00
COMM-384	COMMUNICATION THEORY	3.00
COMM-440	SOCIAL MEDIA MARKETING	3.00
COMM-499	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS	3.00
Select 15 credit of any COMM or from the following:		15.00
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	
BUS-321	PRINCIPLES OF MARKETING	
BUS-360	LEADERSHIP	
BUS-431	PUBLIC RELATIONS	
ENGL-304	WRITING FOR A DIGITAL AUDIENCE	
ENGL-305	ADVANCED WRITING AND COMMUNICATION	
ENGL-308	SURVEY OF PROFESSIONAL WRITING	
ENGL-497	PROFESSIONAL WRITING PORTFOLIO	
PITPT-119	ADOBE INDESIGN	
PITPT-139	ADOBE PHOTOSHOP	
PITPT-229	PRINCIPLES OF DESIGN I	
PITPT-254	PHOTOSHOP PHOTOGRAPHY	
THEA-215	PRINCIPLES OF ACTING	
<b>Foreign/Heritage Language</b>		
Select 12 credits of language if selecting a Bachelor of Arts degree		
Select 4 credits of language if selecting a Bachelor of Science degree		
<b>Electives</b>		
Select 22 elective credits		22.00-34.00
<b>Total Credits</b>		<b>70.00-82.00</b>

## Sequential Plan of Study

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
COMM-101 or COMM-204	FUNDAMENTALS OF ORAL COMMUNICATION or PUBLIC SPEAKING	3.00
CORE	Scientific Ways of Knowing	3.00
NP-102 or SPAN-102	NEZ PERCE LANGUAGE AND HISTORY or ELEMENTARY SPANISH II	4.00
CORE	Social & Behavioral Ways of Knowing	3.00
ENGL-101	WRITING AND RHETORIC I	3.00
<b>Credits</b>		<b>16.00</b>
<b>Spring</b>		
ENGL-102	WRITING AND RHETORIC II	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
CORE	Social & Behavioral Ways of Knowing	3.00
Elective	Elective Credits	3.00
<b>Credits</b>		<b>15.00</b>
<b>Second Year</b>		
<b>Fall</b>		
COMM-202	INTERPERSONAL COMMUNICATION	3.00
CORE	Mathematical Ways of Knowing	3.00
Program Requirement	COMM 200/300/400 Level	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	2.00
<b>Credits</b>		<b>14.00</b>
<b>Spring</b>		
CORE	Scientific Ways of Knowing	4.00
CORE	Integrative Seminar: Ethics & Values	3.00
COMM-201	INTRODUCTION TO MASS COMMUNICATION	3.00
Program Requirement	COMM 200/300/400 Level	3.00
Elective	Elective Credits	2.00
<b>Credits</b>		<b>15.00</b>
<b>Third Year</b>		
<b>Fall</b>		
COMM-301	MEDIA RELATIONS	3.00
COMM-320	PERSUASION	3.00
COMM-380	ETHICAL ISSUES IN COMMUNICATION	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	3.00
<b>Credits</b>		<b>15.00</b>
<b>Spring</b>		
COMM-310	ORGANIZATIONAL COMMUNICATION	3.00
COMM-330	PROFESSIONAL COMMUNICATION	3.00
COMM-384	COMMUNICATION THEORY	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	3.00
<b>Credits</b>		<b>15.00</b>
<b>Fourth Year</b>		
<b>Fall</b>		
COMM-345	INTERCULTURAL COMMUNICATION	3.00

Program Requirement	Select COMM Track course	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	3.00
<b>Credits</b>		<b>15.00</b>
<b>Spring</b>		
COMM-440	SOCIAL MEDIA MARKETING	3.00
COMM-499	RESEARCH PROJECT AND SEMINAR IN COMMUNICATIONS	3.00
Program Requirement	COMM 200/300/400 Level	3.00
Elective	Elective Credits	3.00
Elective	Elective Credits	3.00
<b>Credits</b>		<b>15.00</b>
<b>Total Credits</b>		<b>120.00</b>

Graduates with a BA/BS in Communication Arts go on to obtain careers in a variety of fields:

- Radio and Television Broadcasting
- Public Relations
- Technical Editing
- Sales
- Teaching
- Government and Academic Administrations
- Media
- Law