

**University of the Incarnate Word**  
**Unofficial Degree Plan – Communication Arts**

*Note – If students take bridge courses, the degree cannot be completed in 4 years unless courses are taken during the summers.*

**Degree: Accelerated Bachelor’s to Master’s Program      Major: Communication Arts with Strategic & Corporate Communication**

Name: \_\_\_\_\_ Student ID: \_\_\_\_\_ Catalog: 2021-2023  
 Advisor: \_\_\_\_\_ Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

**Bachelor’s Degree Institutional Requirements: A minimum of 120 hours required for graduation to include: 45 hours of residency, 36 advanced hours (junior/community college courses will not satisfy), 36 of the last 45 hours from UIW, 45 clock hours community service.**

University Core Curriculum	Req	Earned	Grade	Lacks
<b>Rhetoric (6)</b>				
ENGL 1311 Composition I	3			
ENGL 1312 Composition II	3			
<b>Wellness and Physical Ed (3)</b>				
DWHP 1200 (3200 Transfer)	2			
PE Activity Course	1			
<b>Philosophy and Religion (9)</b>				
3 Hrs from: RELS 1305, 1315, 1325, 1335	3			
PHIL 1381 Introduction to Philosophy	3			
3 Hrs RELS or PHIL	3			
<b>Literature and the Arts (6)</b>				
ENGL 2310 World Literature Studies	3			
Fine Arts	3			
<b>Mathematics and Natural Science with Lab (7)</b>				
MATH 1304 or 1306 or higher	3			
Science	4			
<b>History and the Behavioral Sciences (6)</b>				
3 Hours from: HIST 1311, 1312, 1321, 1322	3			
Social Science	3			
<b>Second Language (6)</b>				
Any language	3			
Any language	3			
<b>Community Service (45 Non-Credit Clock Hours)</b>				
Community Service Requirement				
<b>TOTAL UNIVERSITY CORE CURRICULUM HOURS</b>	<b>43</b>			

\*\*Courses completed at junior/community colleges will not satisfy the advanced hour requirement for the degree.

**Grade of C or better required in ENGL 1311, 1312 and all courses for Major/Minor/Concentration/Specialization.**

Comm Arts Core Curriculum**	Req	Earned	Grade	Lacks
<b>37 Hours of COMM Arts Core</b>				
COMM 1100 Orientation Comm Arts	1			
COMM 1301 Intro to Mass Communication	3			
COMM 1305 Digital Literacy for Communication Arts	3			
COMM 1311 Public Speaking	3			
COMM 2315 Writing for the Media	3			
COMM 3310 Theories of Communication	3			
COMM 3317 Diversity in the Media	3			
COMM 3320 Aesthetics of Vision and Sound	3			
COMM 3332 Rhetorical Criticism	3			
COMM 3365 Multimedia Design/ Production	3			
COMM 4315 Media Ethics	3			
COMM 4332 Law and the Media	3			
COMM 4372 Interpersonal Communication	3			
<b>18 Hours of Strategic &amp; Corporate Communication Core</b>				
COMM 3355 Publications Practicum or COMM 3390 Radio Practicum or COMM 3395 TV Practicum	3			
COMM 3375 Corporate Communication	3			
COMM 3383 Organizational Dynamics and Leadership	3			
COMM 3385 Strategic Communication	3			
COMM 4347 Social Media	3			
COMM 4380 Critical Issues & Crucial Conversations	3			
<b>21 Hours of COMM Electives or General Electives (approved by advisor)</b>				
Upper Division COMM or General Elective	3			
Upper Division COMM or General Elective	3			
Upper Division COMM or General Elective	3			
Upper Division COMM or General Elective	3			
Upper Division COMM or General Elective	3			
Upper Division COMM or General Elective	3			
Upper Division COMM or General Elective	3			
<b>3 Hours of English</b>				
ENGL 2365: Prof & Tech Comm	3			
<b>TOTAL UNIVERSITY CORE, COMM CORE, CONCENTRATION, ELECTIVES &amp; ENGLISH HOURS</b>	<b>122</b>			

University Core	43
Communication Arts Core	37
Strategic & Corporate Communication	18
Electives	21
English	3
	<b>122</b>

*ELECTIVES*

---



---



---

**Accelerated Bachelor to Master (ABM) Program Admittance:**

- Students may apply to the ABM program after completing 62 undergraduate credit hours.
- To do so, submit a completed Graduate application, which can be obtained from the Admissions Office website.
- Students with a cumulative GPA of 3.0 or higher will automatically be considered eligible for admission to graduate school.
- Students with a GPA below 3.00, may be required to submit additional application materials upon the recommendation of the Admissions Department and/or the Communication Arts Department.

\*ABM students will be awarded both the B.A. and M.A. in Communication Arts upon completion of all coursework hours required in both.

**COMM Arts Graduate (GR)**

<b>Core (GR) (15)</b>	Req	Earned	Grade	Lacks
COMM 6301 Communication Theory	3			
COMM 6307 Intro to Grad Studies in Comm	3			
COMM 6308 Writing and Research Techniques	3			
COMM 6309 Comm Research Methods	3			
COMM 6345 Practicum in Specialized Area of Study	3			
<b>Electives (12)</b>				
COMM 6304 Aesthetics of Visual Perception (counts as a Multimedia elective)	3			
**COMM 6315 Seminar in Film Studies (counts as a Media and Culture elective)	3			
COMM 6323 Advanced Media Writing (counts as a Multimedia elective)	3			
COMM 6332 Seminar in Convergent Media (counts as a Multimedia elective)	3			
**COMM 6338 Seminar in Media and Culture	3			
**COMM 6339 Seminar in Multimedia	3			
**COMM 6342 Seminar in Strategic Communication	3			
COMM 6398 Directed Studies in Communication Arts OR	3			
**COMM 6399 Special Topics	3			
*ABM students must take at least 6 hrs. in their concentration and at least 3 hrs. outside their concentration. **May be repeated for credit. Course topics vary.				
<b>Mastery (3)</b>				
COMM 63CS1 Communication Capstone	3			
COMM 61CS1 (continuation of 63CS1 if needed) OR	1			
COMM 63TR Thesis Research	3			
COMM 61TR (continuation of COMM 63TR if needed)	1			
<b>TOTAL GRADUATE HOURS</b>				
<b>CORE COURSE HOURS (15)</b>				
<b>ELECTIVE COURSE HOURS (12)</b>				
<b>MASTERY (3)</b>				
<b>TOTAL HOURS (30)</b>				