

University of the Incarnate Word®

Accelerated Bachelor to Master of Arts in **Communication Arts - Strategic and Corporate Communication**

School of Media and Design

PROGRAM OVERVIEW

The Accelerated Bachelor's to Master's (ABM) program enables completion of a combined undergraduate and graduate degree in less time (minimum 5 years). The ABM is offered for all three Communication Arts concentrations: Media and Culture, Multimedia, and Strategic and Corporate Communication.

PREREQUISITES AND COURSES

Students must be enrolled in one of the three Communication Arts concentrations: Media and Culture, Multimedia, and Strategic and Corporate Communication. Students may apply for the ABM program in the beginning of their Junior year, after completing 62 undergraduate credit hours. Students with a cumulative GPA of 3.0 or higher will automatically be considered eligible for admission to graduate school.

QUICK FACTS

Students are able to finish their two degrees in 152 hours rather than the 158 required of a traditional consecutive undergraduate and a graduate program. An accelerated program results in a lower cost as well as time-savings for students because they are allowed to take up to 9 hours of graduate courses in their fourth year as part of the banded tuition.

CONTACT

UIW Admissions
(210) 829-6005
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IN THE WORLD**

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ABM Comm. Arts - Strategic and Corporate Comm.

FRESHMAN YEAR

Fall

COMM 1100: Orientation Comm. Arts (1 hour)
COMM 1301: Intro to Mass Comm. (3 hours)
COMM 1311: Public Speaking (3 hours)
DWHP 1200: Dimensions of Wellness (2 hours)
ENGL 1311: Composition I (3 hours)
PE Activity Course (1 hour)
RELS 1305, 1315, 1325 or 1335 (3 hours)

Total Hours: 16

Spring

COMM 1305: Digital Literacy (3 hours)
ENGL 1312: Composition II (3 hours)
MATH 1304, 1306 or higher (3 hours)
PHIL 1381: Introduction to Philosophy (3 hours)
Social Science (3 hours)

Total Hours: 15

SOPHOMORE YEAR

Fall

COMM 2315: Writing for the Media (3 hours)
COMM 3375: Corporate Communication (3 hours)
ENGL 2310: World Literature Studies (3 hours)
Science with Lab (4 hours)
Second Language (3 hours)

Total Hours: 16

Spring

COMM 4347: Social Media (3 hours)
ENGL 2365: Professional and Technical Comm. (3 hours)
Fine Arts (3 hours)
HIST 1311, 1312, 1321 or 1322 (3 hours)
Second Language (3 hours)
COMM Arts Elective or General Elective (3 hours)

Total Hours: 18

JUNIOR YEAR

Fall

COMM 3310: Theories of Communication (3 hours)
COMM 3317: Diversity in the Media (3 hours)
COMM 3320: Aesthetics of Vision and Sound (3 hours)
RELS or PHIL (3000/4000) (3 hours)
COMM Arts Elective or General Elective (3 hours)

Total Hours: 15

Spring

COMM 3322: Rhetorical Criticism (3 hours)
COMM 3365: Multimedia Design and Prod. (3 hours)
COMM 4315: Media Ethics (3 hours)
COMM 3383: Org. Dynamics and Leadership (3 hours)
COMM 4372: Interpersonal Communication (3 hours)
COMM Arts Elective or General Elective (3 hours)

Total Hours: 18

SENIOR YEAR

Summer COMM 6308: Writing and Research Technique (10 weeks) (3 hours) **Total Hours: 3**

Fall

COMM 4332: Law and the Media (3 hours)
COMM 3355: Publications Practicum
or COMM 3390: Radio Practicum
or COMM 3395: Television Practicum (3 hours)
COMM Arts Elective or General Elective (3 hours)
COMM Arts Elective or General Elective (3 hours)
COMM 6307: Intro to Grad Studies (16 weeks) (3 hours)

Total Hours: 15

Spring

COMM 3385: Strategic Communication (3 hours)
COMM 4380: Critical Issues or STUDY TOUR (3 hours)
COMM Arts Elective or General Elective (3 hours)
COMM Arts Elective or General Elective (3 hours)
COMM 6301: Communication Theory (3 hours)

Total Hours: 15

GRADUATE PROGRAM YEAR

Summer

COMM Elective (3 hours)

COMM Elective (3 hours)

Total Hours: 6

Fall

COMM 6309: Communication Research Methods (3 hours)

COMM 6345: Practicum in Specialized Area of Study (8 weeks)(3 hours)

COMM Strategic and Corporate Communication Elective (8 weeks) (3 hours)

Total Hours: 9

Spring

COMM Strategic and Corporate Communication Elective (8 weeks) (3 hours)

COMM 63CS1 Communications Capstone or COMM 63TR Thesis (3 hours)

Total Hours: 6

152 hours needed to complete the ABM in Communication Arts with a Strategic and Corporate Communication concentration.

More information | bit.ly/uiw-abm