

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

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

### QUICK FACTS

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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 nine hours of graduate courses in their fourth year as part of the banded tuition.

### ADMISSION REQUIREMENTS

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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 A.B.M. 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.

### CONTACT

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UIW Admissions  
(210) 829-6005  
admission@uiwtx.edu

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ABM Communication Arts  
Strategic and Corporate Communication

# DEGREE PLAN

## A.B.M. in **Communication Arts - Strategic and Corporate Communication**

### FRESHMAN YEAR

#### Fall

COMM 1100: Orientation Comm. Arts (1 hour)  
COMM 1301: Intro to Mass Comm. (3 hours)  
COMM 1311: Public Speaking (3 hours)  
FYES 1211: First Year Experience Seminar (2 hours)  
ENGL 1311: Composition I (3 hours)  
PEHP Physical 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)  
Modern Language I (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)  
Modern Language II (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 3332: 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: Comm. Research Methods (3 hours)  
COMM 6345: Practicum in Specialized Area of Study (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 A.B.M. in Communication Arts with a Strategic and Corporate Communication concentration.

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