

University of the Incarnate Word®

Bachelor of Arts in **Communication Arts** **Strategic and Corporate Communication**

School of Media and Design

PROGRAM OVERVIEW

The Bachelor of Arts (BA) in Communication Arts – Strategic and Corporate Communication at the School of Media and Design uses a unique blend of theory-driven and experienced-based classes where students acquire the knowledge and skills necessary.

The program offers multiple concentrations with seemingly infinite career opportunities. The Strategic and Corporate Communication concentration provides students with an in-depth knowledge of the corporate environment. Students will study and analyze organizational dynamics and corporate communication.

The goals of the program are to cultivate students imagination and creativity through mastery of technical skills needed to become effective professionals in the field of communications; to create an environment fostering the exploration of diverse perspectives and encourages students to use their skills and resources to serve their community and society, so that they are prepared to participate competently, confidently, and ethically as concerned and enlightened citizens.

PREREQUISITES AND COURSES

The requirements for admission to the BA in Communication Arts program are the same as the requirements for admission to the University of the Incarnate Word.

QUICK FACTS

- The KUIW webcast originates from the Communication Arts Department at UIW. The internet radio station is run by students enrolled in Radio Practicum and by volunteers from UIW.
- Career opportunities includes writers, producers, directors, editors, public relations specialists, videographers, filmmakers, broadcast journalists, advertising specialists, event planners, social media specialists, teachers, web specialists, bilingual journalists, convergent media specialists, among others.

CONTACT

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THE WORD
IN THE WORLD**

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Comm. Arts - Strategic and Corporate Comm.

B.A. in **Comm. Arts - Strategic and Corporate Communication**

FRESHMAN YEAR

Fall

COMM 1100: Orientation to Communication Arts (1 hour)
 COMM 1301: Introduction to Mass Comm. (3 hours)
 COMM 1311: Public Speaking (3 hours)
 DWHP 1200: Dimensions of Wellness (2 hours)
 ENGL 1311: Composition I (3 hours)
 PEHP PE Activity (1 hour)
 RELS Religion 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)
 Second Language I (3 hours)
 Science with Lab (4 hours)
Total Hours: 16

Spring

COMM 4347: Social Media (3 hours)
 ENGL 2365: Prof. and Tech. Communications (3 hours)
 Fine Arts (3 hours)
 HIST 1311, 1312, 1321 or 1322 (3 hours)
 Second Language II (3 hours)
Total Hours: 15

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)
 COMM Arts Elective or General Elective (3 hours)
 RELS or PHIL 3000/4000 (3 hours)
Total Hours: 15

Spring

COMM 3332: Rhetorical Criticism (3 hours)
 COMM 3365: Multimedia Design & Prod. (3 hours)
 COMM 3383: Organizational Dynamics and Leadership (3 hours)
 COMM 4315: Media Ethics (3 hours)
 COMM Arts Elective or General Elective (3 hours)
Total Hours: 15

SENIOR YEAR

Fall

COMM 4328: Internship (3 hours)
 COMM 4332: Law and the Media (3 hours)
 COMM 4372: Interpersonal Communication (3 hours)
 COMM 3355: Publication Practicum or
 COMM 3390: Radio Practicum or
 COMM 3395: Television Practicum (3 hours)
 COMM Arts Elective or General Elective (3 hours)
Total Hours: 15

Spring

COMM 3385: Strategic Communication (3 hours)
 COMM 4380: Critical Issues or Study Tour (3 hours)
 COMM 4390: Senior Portfolio (3 hours)
 COMM Arts Elective or General Elective (3 hours)
 COMM Arts Elective or General Elective (3 hours)
Total Hours: 15

122 hours needed to complete the BA in Communication Arts with a Strategic and Corporate Communication concentration.