

**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: **Bachelor of Arts**

Major: **Communication Arts with Strategic & Corporate Communication**

Name: \_\_\_\_\_

Student ID: \_\_\_\_\_

Catalog: 2019-2021

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, computer literacy (test or course credit).**

| <b>University Core Curriculum</b>                    | Req       | Earned | Grade | Lacks |
|--|-----------|--------|-------|-------|
| <b>Rhetoric (6)</b>                                  |           |        |       |       |
| ENGL 1311 Composition I                              | 3         |        |       |       |
| ENGL 1312 Composition II                             | 3         |        |       |       |
| <b>Wellness Development (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 the Natural Sciences (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>                           |           |        |       |       |
|  | 3         |        |       |       |
|  | 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.**

| <b>Comm Arts Core Curriculum**</b>  | Req        | Earned | Grade | Lacks |
|---|------------|--------|-------|-------|
| <b>43 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 4328 Internship  | 3          |        |       |       |
| COMM 4332 Law and the Media   | 3          |        |       |       |
| COMM 4372 Interpersonal Communication   | 3          |        |       |       |
| COMM 4390 Senior Portfolio  | 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>15 Hours of COMM Electives or General Electives</b>                                  |            |        |       |       |
|   | 3          |        |       |       |
|   | 3          |        |       |       |
|   | 3          |        |       |       |
|   | 3          |        |       |       |
|   | 3          |        |       |       |
| <b>3 Semester 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             | 43         |
| Strategic & Corporate Communication | 18         |
| Electives                           | 15         |
| English                             | 3          |
|                                     | <b>122</b> |

*ELECTIVES*