

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

**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 |
|---|------------|--------|-------|-------|
| 37 Hours of COMM Arts Core | | | | |
| 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 | | | |
| 18 Hours of Strategic & Corporate Communication Core | | | | |
| 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 | | | |
| 21 Hours of COMM Electives or General Electives (approved by advisor) | | | | |
| 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 | | | |
| 3 Hours of English | | | | |
| ENGL 2365: Prof & Tech Comm | 3 | | | |
| TOTAL UNIVERSITY CORE, COMM CORE, CONCENTRATION, ELECTIVES & ENGLISH HOURS | 122 | | | |

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|-------------------------------------|------------|
| University Core | 43 |
| Communication Arts Core | 37 |
| Strategic & Corporate Communication | 18 |
| Electives | 21 |
| English | 3 |
| | 122 |

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)

| Core (GR) (15) | 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 | | | |
| Electives (12) | | | | |
| 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. | | | | |
| Mastery (3) | | | | |
| 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 | | | |
| TOTAL GRADUATE HOURS | | | | |
| CORE COURSE HOURS (15) | | | | |
| ELECTIVE COURSE HOURS (12) | | | | |
| MASTERY (3) | | | | |
| TOTAL HOURS (30) | | | | |