

# Bachelor of Arts in Communications

## 123 credits

### Program Description

The Bachelor of Arts in Communications prepares students to work in the media: radio, television, press, internet, etc. Students can be a professional in journalism (print, radio, television, digital), public relations or advertising.

### Program Objectives

1. Recognize and use the fundamental principles, theories, concepts and models of social communication.
2. Identify the behavior, social impact and content of messages created by social media.
3. Understand the importance of social responsibility in the process of informing, educating and entertaining, as well as in the formation of public opinion.
4. Trained students in the knowledge of the social responsibility of the media, the ethical principles of his profession and his contribution to cultural and social development.
5. Express their own personal and interpersonal attitudes and skills for effective performance in group work.
6. Apply critical thinking skills when facing diverse situations.
7. Will show mastery of the skills of verbal and written expression in Spanish and other languages.
8. Create and publish journalistic products and / or services that demonstrate the acquisition of the techniques and methods contained in the courses in that area.
9. Develop audiovisual programs (radio, television, video, etc.) that demonstrate the mastery of the techniques and methods contained in the courses in that area.
10. Create and implement public relations and advertising plans, programs and / or strategies that demonstrate mastery of the techniques and methods contained in the courses in that area.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.

Approved General Education Electives*		
Course	Title	Credits
SPAN 110	Elementary Spanish	3
REIL 101	Research and Information Literacy	3
BIOL 150	General Biology I	3
BIOL 151	General Biology II	3
HIDE 100	History of Arts	3
HIDE 110	Representing Culture: Art & Artifact 1500-1850	3
HIST 273	History of the United States of America	3

### Program Curriculum

QYLE 110 or FYIS 101	Attitude Development and University Adaptation or Induction Seminar to University Life	3
General Education Courses		
Course	Title	Credits
Pick 2 GE* OR	Pick two (2) of the Approved General Education Electives OR	
SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Introduction to Spanish Language – Basic Level Introduction to Spanish Language – Intermediate Level Introduction to Spanish Language – Advanced Level	6
ENGL 150-250 OR	English Composition I and II OR	
ENGL 101-102 or ENGL 103-104 or ENGL 105-106	Introduction to English Language- Basic Level Introduction to English Language – Intermediate Level Introduction to English Language - Advanced Level	6
MATH 112ON	College Algebra	3
PHIL 201	Introduction to Philosophy	3
SOSC 101-102	Introduction to Social Science I and II	6
SCIE 111-112	Integrated Science I and II	6
COIS 101	Introduction to Computers	3
HIST 101	Introduction to the Study of History	3
ENGL 340 OR	Research and Writing OR	3
SPAN 215	Writing and Composition	
COMM 140 OR	Effective Communication OR	3
ENGL 212	English Second Year Basic Level	
COMM 240 OR	Interpersonal Communication OR	3
ENGL 350	Conversational English	
HUMA 101-102	World Cultures I and II	6
		<b>Total 51</b>
Core / Professional Courses		
Course	Title	Credits
STAT 300	Elements of Statistics I	3
GEOG 205	Global Communities and Resources: Critical Perspective	3
SOSC 320	Social Research Techniques	3
SOCI 358-O	Social Problems of the Hispanic Community in United States	3
ECON 207	New World Order Economy	3
COMM 205	Communication Theory	3
COMM 212	Development and Management of Media Enterprises	3
COMM 210	Legal and Ethical Aspects of Communications	3
COMM 325	Introduction to Advertising	3
COMM 320	Introduction to Public Relations	3
COMM 400	T.V. Principles	3
		<b>Total 33</b>
Major Courses		
Course	Title	Credits
COMM 230	Fundamentals of Journalism	3
COMM 305	Writing and Style in Journalism	3
COMM 307	Writing for Communication's Media	3
COMM 311	Photojournalism	3
COMM 430	Journalism Workshop	3
COMM 380	Principles of Radio	3
COMM 385	Radio Production and Direction	3
COMM 420	Writing for Public Relations	3
COMU 203	Audiovisual Communications Media I	3
PROD 205	Audiovisual Production I	3
COMM 455	Integration Seminar	3
		<b>Total 33</b>
Elective		
	Free Elective	3
		<b>Total 3</b>
		<b>Total credits 123</b>