

BA in Communication - Professional Advocacy Track

Professional Advocacy Track—Students will learn the professional theory and practice of communicating messages of persuasion and advocacy. Coursework may include Persuasion, Public Relations Strategies and Tactics, Political Communication, Rhetorical Theory, Conflict and Crisis Communication, Productive Discourse, and Digital Media Strategy. Students may intern in strategic communication with corporations, nonprofits, or political organizations.

Core Requirements for All Tracks (15 hours)

COM 1xx3 Introduction to Communication Theories

COM 1xx3 Media Culture

COM 3373 Communication Research Methods *or* COM 4313 Media Criticism

Practicum

Capstone I

Capstone II

Professional Advocacy Track

COM 2153 Argumentation and Debate

COM 4093 Persuasion

COM 3xx3 Public Relations Strategies and Tactics *or* COM 3623 Political Communication

COM 4133 Rhetorical Theory

COM 2513 Leadership and Group Communication

15 hours of electives

Professional Advocacy Track Electives

Choose 15 hours from:

COM 3xx3 Conflict & Crisis Communication

COM 4173 Nonfiction Comics

COM 3xx3 Documentary Filmmaking

COM 4003 Productive Discourse

COM 4xx3 Media Law and Ethics

COM 3033 Digital Media Strategy

COM 3xx3 Public Relations Strategies and Tactics

COM 3xx3 Enterprise Reporting

COM 1xx3 Media Writing

COM 2xx3 Production Methods I

COM 3xx3 Postproduction

COM 4333 Internship

ENG 2133 Rhetoric and Argument

PHI 2133 Logic I

PSC 4133 Political Behavior

PSY 3303 Motivation

PSY 4723 Psychology of Religion

PSY 3233 Critical and Analytical Thinking

Other interdisciplinary electives approved by academic adviser