Mission Statement
The Utah Valley University Communication Department is shaping students to become the next top leaders in Journalism, Public Relations and Communication Studies through courses and engaged-learning experiences that are theoretically driven, innovative, and applied. The department prepares students with the necessary skills to communicate visually, orally and through written documentation within the context demanded by the business, journalism, marketing, and public relations world. Students are also equipped with a solid ethical foundation and an understanding of diversity, interdependence, and cultural perspectives in the global community.

Programs of study in Communication at UVU offer a balance of analytic and applied approaches to study in the field. The department offers an expanding menu of beginning and advanced courses in mass communication, public relations, media studies, interpersonal communication, intercultural communication, international communication, organizational communication, and journalism.

Encouraging student internships, and working closely with Student Media and other units on campus, the curriculum balances traditional, academic-style learning with applied, practical approaches to study in the field.

Journalism
- Coordinator: David W. Scott
  - Email: scottdw@uvu.edu
- Advisor: L. Gae Robinson
  - Telephone: 801-863-6403
  - Email: leslie.robinson@uvu.edu

Notes:
1. Please contact Cassi Christensen at 801-863-5717 to make an appointment to meet with Gae Robinson.
2. Communication students in the journalism emphasis are required to have laptop computers.

Public Relations
- Coordinator: David Morin
  - Email: Hank.McIntire@uvu.edu
- Advisor: Natalie Shelley
  - Telephone: 801-863-7068
  - Email: natalie.shelley@uvu.edu

Notes: Please contact Cassi Christensen at 801-863-5717 to make an appointment to meet with Natalie Shelley.

Communication Studies
- Coordinator: Maria Blevins

Degrees & Programs
Communication, A.A.

Requirements
Programs of study in Communication at UVU offer a balance of analytic and applied approaches to study in the field. The department offers an expanding menu of beginning and advanced courses in mass communication, public relations, media studies, interpersonal communication, intercultural communication, international communication, organizational communication, and journalism.

Total Program Credits: 60

<table>
<thead>
<tr>
<th>General Education Requirements:</th>
<th>35 Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1010 Introduction to Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2010 Intermediate Writing--Humanities/Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 2020 Intermediate Writing--Science and Technology (3.0)</td>
<td></td>
</tr>
<tr>
<td>STAT 1040 Introduction to Statistics (recommended for Social Science majors)</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 1045 Introduction to Statistics with Algebra (5.0)</td>
<td></td>
</tr>
</tbody>
</table>

Complete one of the following: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 2700</td>
<td>US History to 1877 (3.0)</td>
<td></td>
</tr>
<tr>
<td>and HIST 2710</td>
<td>US History since 1877 (3.0)</td>
<td></td>
</tr>
<tr>
<td>HIST 1700</td>
<td>American Civilization (3.0)</td>
<td></td>
</tr>
<tr>
<td>HIST 1740</td>
<td>US Economic History (3.0)</td>
<td></td>
</tr>
<tr>
<td>POLS 1000</td>
<td>American Heritage (3.0)</td>
<td></td>
</tr>
<tr>
<td>POLS 1100</td>
<td>American National Government (3.0)</td>
<td></td>
</tr>
</tbody>
</table>
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<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHIL 2050</td>
<td>Ethics and Values</td>
<td>3</td>
</tr>
<tr>
<td>HLTH 1100</td>
<td>Personal Health and Wellness (2.0)</td>
<td></td>
</tr>
<tr>
<td>or PES 1097</td>
<td>Fitness for Life</td>
<td>2</td>
</tr>
</tbody>
</table>

**Distribution Courses:**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biology</td>
<td>3</td>
</tr>
<tr>
<td>Physical Science</td>
<td>3</td>
</tr>
<tr>
<td>Additional Biology or Physical Science</td>
<td>3</td>
</tr>
<tr>
<td>Humanities Distribution</td>
<td>3</td>
</tr>
<tr>
<td>Fine Arts Distribution</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2110</td>
<td>Interpersonal Communication (fulfills Social/Behavioral Science)</td>
</tr>
</tbody>
</table>

**Discipline Core Requirements:** 16 Credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1000</td>
<td>Exploring the Communication Major</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1020</td>
<td>Public Speaking (3.0)</td>
<td></td>
</tr>
<tr>
<td>or COMM 1130</td>
<td>Writing for the Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1050</td>
<td>Introduction to Speech Communication (3.0)</td>
<td></td>
</tr>
<tr>
<td>or COMM 1500</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
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<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>DGM 1110</td>
<td>Digital Media Essentials I</td>
<td>4</td>
</tr>
</tbody>
</table>

**Elective Requirements:** 9 Credits

Complete 8 credit hours of one foreign language. 8

Any 1000-level COMM course or higher not already taken. 1

**Graduation Requirements:**

1. Completion of a minimum of 60 semester credits.
2. Overall grade point average of 2.0 (C) or above. (Departments may require a higher GPA.)
3. Residency hours -- minimum of 20 credit hours through course attendance at UVU.
4. Completion of GE and specified departmental requirements.
5. For the AA degree, completion of 8 credit hours of course work from one language.
6. Completion of COMM courses with a C- or higher.

**Communication, A.A.**

**Careers**

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills. Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

**Related Careers**

- Communications Teachers, Postsecondary
- Radio and Television Announcers
- Public Address System and Other Announcers
- Public Relations Specialists

**Communication, A.S.**

**Requirements**

Programs of study in Communication at UVU offer a balance of analytic and applied approaches to study in the field. The department offers an expanding menu of beginning and advanced courses in mass communication, public relations, media studies, interpersonal communication, intercultural communication, international communication, organizational communication, and journalism.

**Total Program Credits: 60**

**General Education Requirements:** 35 Credits

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**Discipline Core Requirements:** 25 Credits

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**Discipline Core Requirements:** 25 Credits

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Communication

Communication, A.S.

Careers:

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Related Careers

- Communications Teachers, Postsecondary
- Radio and Television Announcers
- Public Address System and Other Announcers
- Public Relations Specialists
- Writers and Authors

Communication, Minor

Requirements

Programs of study in Communication at UVU offer a balance of analytic and applied approaches to study in the field. The department offers an expanding menu of beginning and advanced courses in mass communication, public relations, media studies, interpersonal communication, intercultural communication, international communication, organizational communication, and journalism.

Total Program Credits: 21

Discipline Core Requirements: 21 Credits

<table>
<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COMM 1020</td>
<td>Public Speaking</td>
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</tbody>
</table>

Choose two of the following:

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<td>COMM 2300</td>
<td>Public Relations</td>
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</table>

Complete twelve credits from the following: 12 Credits

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<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>COMM 3000</td>
<td>Media Ethics</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 3050</td>
<td>Theories of Communication and Culture</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 3100</td>
<td>Propaganda and Persuasion</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 319G</td>
<td>Intercultural Communication Encounters</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 3420</td>
<td>Communication and Conflict</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 350R</td>
<td>Special Topics in Communication</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 3700</td>
<td>Free Expression in a Democratic Society</td>
<td>3.0</td>
</tr>
<tr>
<td>COMM 481R</td>
<td>Internship (May be repeated for 3.0 credits)</td>
<td>1.0</td>
</tr>
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</table>

Any other advisor approved courses.

Graduation Requirements:

1. Completion of a minimum of 21 or more semester credits.
2. Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).
3. Complete all communication classes with a C- or better.

Communication, Minor

Careers

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills.

Graduation Requirements:

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Communication

Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

**Related Careers**
- Communications Teachers, Postsecondary
- Radio and Television Announcers
- Public Address System and Other Announcers
- Public Relations Specialists
- Writers and Authors

**Communication - Communication Studies Emphasis, B.A.**

**Requirements**

Speech Communication is the study of how we communicate face-to-face in a variety of situations. Students in this field are interested in the dynamics of conversations, the common pitfalls and how to avoid them, and how to make the most out of human interaction. Speech Communication practitioners feel confident in interpersonal exchanges, public speaking, small-group discussion, and specialized fields like argumentation and/or mediation and negotiation. Every industry needs people that can communicate effectively. Graduates often find use for their skills in professions like sales, corporate training and development, human resources, and various social services. Many students choose Speech Communication as a bachelor's degree program that will prepare them for law school and other graduate school work. For their upper division elective coursework, Speech Communication students are encouraged to take classes in Business Management and/or Behavioral Science (Psychology, Sociology, etc.).

**Total Program Credits: 120**

<table>
<thead>
<tr>
<th>General Education Requirements:</th>
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<tbody>
<tr>
<td>HIST 1700 American Civilization (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>HIST 2700 US History to 1877 (3.0)</td>
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<td>HIST 1740 US Economic History (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>POLS 1000 American Heritage (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>POLS 1100 American National Government (3.0)</td>
<td>3</td>
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<td>PHIL 2050 Ethics and Values</td>
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</tr>
<tr>
<td>HLTH 1100 Personal Health and Wellness (2.0)</td>
<td>2</td>
</tr>
<tr>
<td>or PES 1097 Fitness for Life</td>
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**Distribution Courses:**

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<tbody>
<tr>
<td>Biology</td>
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<tr>
<td>Additional Biology or Physical Science</td>
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</table>

**Humanities (Any Foreign Language 202G/2020 course) | 4**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fine Arts</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2110 Interpersonal Communication (fulfills Social/Behavioral Science)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Discipline Core Requirements:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1500 Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2300 Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3020 Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3050 Theories of Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4930 Communication Capstone</td>
<td>3</td>
</tr>
<tr>
<td>COMM 431R Communication Executive Lecture Series</td>
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</table>

Choose one of the following two courses:

<table>
<thead>
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<tbody>
<tr>
<td>COMM 1020 Public Speaking (3.0)</td>
<td>3</td>
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<tr>
<td>COMM 1130 Writing for the Mass Media (3.0)</td>
<td>3</td>
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</table>

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<table>
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</thead>
<tbody>
<tr>
<td>COMM 3000 Media Ethics (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3700 Free Expression in a Democratic Society (3.0)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Elective Requirements:**

<table>
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<tr>
<th>Course</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Complete 12 credits from one foreign language to include the 1010, 1020, and 2010 levels</td>
<td>12</td>
</tr>
</tbody>
</table>

**Emphasis Requirements:**

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>COMM 319G Intercultural Communication Encounters</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose three of the following:

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>COMM 2120 Small Group Communication and Decision Making (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2400 Organizational Communication (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2115 Introduction to Health Communication (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3115 Communicating in Environments (3.0)</td>
<td>3</td>
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</tbody>
</table>

Choose one of the following research classes:

<table>
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<tbody>
<tr>
<td>COMM 4110 Interpersonal Communication Theory &amp; Research (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4120 Group Communication (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4180 Communication and Social Behavior (3.0)</td>
<td>3</td>
</tr>
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Choose one of the following applied courses:

<table>
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<tr>
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<tbody>
<tr>
<td>COMM 401G Communication Education (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4115 Advanced Health Communication (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4170 Contemporary Issues in Organizational Communication (3.0)</td>
<td>3</td>
</tr>
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Choose 3 credits from the following lower division electives:

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<tbody>
<tr>
<td>COMM 128R Forensics (3.0)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 207G Introduction to Gender and Communication (3.0)</td>
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Completion of a minimum of 120 or more semester credits.

Graduation Requirements:
1. Completion of a minimum of 120 or more semester credits.

Communication - Communication Studies Emphasis, B.A.

Careers

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; project management; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills. Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

Related Careers
- Communications Teachers, Postsecondary
- Radio and Television Announcers
- Public Address System and Other Announcers
- Public Relations Specialists
- Writers and Authors

Communication - Communication Studies Emphasis, B.S.

Requirements

Speech Communication is the study of how we communicate face-to-face in a variety of situations. Students in this field are interested in the dynamics of conversations, the common pitfalls and how to avoid them, and how to make the most out of human interaction. Speech Communication practitioners feel confident in interpersonal exchanges, public speaking, small-group discussion, and specialized fields like argumentation and/or mediation and negotiation. Every industry needs people that can communicate effectively. Graduates often find use for their skills in professions like sales, corporate training and development, human resources, and various social services. Many students choose Speech Communication as a bachelor's degree program that will prepare them for law school and other graduate school work. For their upper division elective coursework, Speech Communication students are encouraged to take classes in Business Management and/or Behavioral Science (Psychology, Sociology, etc.).

Total Program Credits: 120

<table>
<thead>
<tr>
<th>General Education Requirements:</th>
<th>35 Credits</th>
</tr>
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<tbody>
<tr>
<td>ENGL 1010 Introduction to Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2010 Intermediate Writing--Humanities/Social Sciences (3.0)</td>
<td>3</td>
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<tr>
<td>or ENGL 2020 Intermediate Writing--Science and Technology</td>
<td>3</td>
</tr>
</tbody>
</table>

Course Catalog 2018-2019

Utah Valley University
Communication

| STAT 1040 | Introduction to Statistics (recommended for Social Science majors) | 3 |
| or | STAT 1045 | Introduction to Statistics with Algebra (5.0) |
| Complete one of the following: | 3 |
| HIST 1700 | American Civilization (3.0) |
| HIST 2700 | US History to 1877 (3.0) |
| and | HIST 2710 | US History since 1877 (3.0) |
| HIST 1740 | US Economic History (3.0) |
| POLS 1000 | American Heritage (3.0) |
| POLS 1100 | American National Government (3.0) |
| Complete the following: | |
| PHIL 2050 | Ethics and Values | 3 |
| HLTH 1100 | Personal Health and Wellness (2.0) |
| or | PES 1097 | Fitness for Life | 2 |
| Distribution Courses: | |
| Biology | 3 |
| Physical Science | 3 |
| Additional Biology or Physical Science | 3 |
| Humanities | 3 |
| Fine Arts | 3 |
| COMM 2110 | Interpersonal Communication (fulfills Social/Behavioral Science) | 3 |
| Discipline Core Requirements: | 22 Credits |
| COMM 1500 | Introduction to Mass Communication | 3 |
| COMM 2300 | Public Relations | 3 |
| COMM 3020 | Communication Research Methods | 3 |
| COMM 3050 | Theories of Communication and Culture | 3 |
| COMM 4930 | Communication Capstone | 3 |
| COMM 431R | Communication Executive Lecture Series | 1 |
| Choose one of the following two courses: | 3 |
| COMM 1020 | Public Speaking (3.0) |
| COMM 1130 | Writing for the Mass Media (3.0) |
| Choose one of the following two courses: | 3 |
| COMM 3000 | Media Ethics (3.0) |
| COMM 3700 | Free Expression in a Democratic Society (3.0) |
| Elective Requirements: | 13 Credits |
| Complete 13 credits of electives 1000 level or higher | 13 |
| Emphasis Requirements: | 30 Credits |
| COMM 319G | Intercultural Communication Encounters | 3 |
| Choose three of the following: | 9 |
| COMM 2115 | Introduction to Health Communication (3.0) |
| COMM 2120 | Small Group Communication and Decision Making (3.0) |
| COMM 2400 | Organizational Communication (3.0) |
| COMM 3115 | Communicating in Environments (3.0) |
| Choose one of the following research classes: | 3 |
| COMM 4110 | Interpersonal Communication Theory & Research (3.0) |
| COMM 4120 | Group Communication (3.0) |
| COMM 4180 | Communication and Social Behavior (3.0) |
| Choose one of the following applied courses: | 3 |
| COMM 401G | Communication Education (3.0) |
| COMM 4115 | Advanced Health Communication (3.0) |
| COMM 4170 | Contemporary Issues in Organizational Communication (3.0) |
| Choose 3 credits from the following lower division electives: | 3 |
| COMM 128R | Forensics (3.0) |
| COMM 1050 | Introduction to Speech Communication (3.0) |
| COMM 207G | Introduction to Gender and Communication (3.0) |
| COMM 2115 | Introduction to Health Communication (If not already taken) (3.0) |
| COMM 2120 | Small Group Communication and Decision Making (If not already taken) (3.0) |
| COMM 2270 | Argumentation (3.0) |
| COMM 2400 | Organizational Communication (If not already taken) (3.0) |
| COMM 2510 | Visual Strategies for Communication Majors (3.0) |
| COMM 281R | Internship (1.0) |
| COMM 290C | Independent Study (3.0) |
| Choose 9 credits from the following upper division communication courses: | 9 |
| COMM 3000 | Media Ethics (3.0) |
| COMM 3115 | Communicating in Environments (If not already used above) (3.0) |
| COMM 3120 | Fundamentals of New and Social Media (3.0) |
| COMM 3140 | Social Media Content Creation (3.0) |
| COMM 3160 | Social Media Analytics (3.0) |
| COMM 332G | Cross-Cultural Communications for International Business (3.0) |
| COMM 3410 | Fundamentals of Mediation and Negotiation (3.0) |
| COMM 3420 | Communication and Conflict (3.0) |
| COMM 350R | Special Topics in Communication (3.0) |
| COMM 3700 | Free Expression in a Democratic Society (3.0) |
COMM 3780  Mormon Cultural Studies (3.0)

COMM 401G  Communication Education (If not used for applied requirement) (3.0)

COMM 4110  Interpersonal Communication Theory & Research (If not used for research requirement) (3.0)

COMM 4115  Advanced Health Communication (If not used for applied requirement) (3.0)

COMM 4120  Group Communication (If not used for research requirement) (3.0)

COMM 4170  Contemporary Issues in Organizational Communication (If not used for applied requirement) (3.0)

COMM 4180  Communication and Social Behavior (If not used for research requirement) (3.0)

COMM 4250  Communication and Leadership (3.0)

COMM 481R  Internship (1.0)

Emphasis Elective Requirements: 20 Credits

Complete 20 credits of COMM or Non-COMM courses (10 credits must be upper division). A MINOR in another discipline is highly recommended.

Graduation Requirements:

1. Completion of a minimum of 120 or more semester credits.
2. Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).
3. Residency hours: minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements.
5. Completion of COMM courses with a C- or higher.
6. Successful completion of at least one Global/Intercultural course.

Communication - Communication Studies Emphasis, B.S.

Careers:

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; project management; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills. Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

Related Careers

- Communications Teachers, Postsecondary
- Radio and Television Announcers
- Public Address System and Other Announcers
- Public Relations Specialists
- Writers and Authors

Communication - Journalism Emphasis, B.A.

Requirements

Students choosing a Communication degree with an emphasis in Journalism will have the opportunity to work with award-winning faculty and gain substantial amounts of hands-on experience. The program encourages students to get involved with The UVU Review, the student-produced campus news organization. The Review is an excellent way to build skills in print, broadcast, and web journalism. Course options for Journalism students range from introductory writing and reporting classes to advanced magazine writing, news editing, broadcast news, and long format video journalism. Students interested in a degree in Communication with an emphasis in Journalism should look at degree requirements and start planning for future semesters. Journalism students are encouraged to look into elective credits in the Digital Media Department, as a way to broaden their skills in modern storytelling.

Total Credits: 120

General Education Requirements: 36 Credits

ENGL 1010  Introduction to Writing 3

ENGL 2010  Intermediate Writing--Humanities/ Social Sciences (3.0) 3

or

ENGL 2020  Intermediate Writing--Science and Technology 3

or

STAT 1040  Introduction to Statistics 3

or

STAT 1045  Introduction to Statistics with Algebra (5.0) 5

Complete one of the following: 3

HIST 1700  American Civilization (3.0)

HIST 2700  US History to 1877 (3.0)

and

HIST 2710  US History since 1877 (3.0)

HIST 1740  US Economic History (3.0)

POLS 1000  American Heritage (3.0)

POLS 1100  American National Government (3.0)

Complete the following: 2

PHIL 2050  Ethics and Values 3

HLTH 1100  Personal Health and Wellness (2.0) 2

Distribution Courses:

- Biology 3
- Physical Science 3
- Additional Biology or Physical Science 3
- Humanities (Any Foreign Language 202G/2020 course) 4
- Fine Arts 3
- COMM 2110  Interpersonal Communication (fulfills Social/Behavioral Science) 3

Discipline Core Requirements: 22 Credits

COMM 1500  Introduction to Mass Communication 3

COMM 2300  Public Relations 3

COMM 3020  Communication Research Methods 3

COMM 3050  Theories of Communication and Culture 3
**Graduation Requirements:**

1. Completion of a minimum of 120 or more semester credits.
2. Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).
3. Residency hours: minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements.
5. Completion of 16 credit hours of course work from one language to include the 1010, 1020, 2010, and 202G/2020 levels or transferred equivalents.
6. Completion of COMM courses with a C- or higher.
7. Successful completion of at least one Global/Intercultural course.

**Communication - Journalism Emphasis, B.A.**

**Careers**

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; project management; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills. Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

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**Emphasis Elective Requirements:**

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<td>Advertising Media Planning</td>
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</tr>
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<td>COMM 3780</td>
<td>Mormon Cultural Studies</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Any courses 1000 or higher (10 credits must be upper division).</td>
<td>17</td>
</tr>
<tr>
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<td>Course Title</td>
<td>Credits</td>
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<td>ENGL 2020</td>
<td>Intermediate Writing--Science and Technology</td>
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Complete one of the following: 3

- HIST 1700 American Civilization (3.0)
- HIST 2700 US History to 1877 (3.0)
- HIST 2710 US History since 1877 (3.0)
- HIST 1740 US Economic History (3.0)
- POLS 1000 American Heritage (3.0)
- POLS 1100 American National Government (3.0)

Complete the following:

- PHIL 2050 Ethics and Values 3
- HLTH 1100 Personal Health and Wellness (2.0)
- or PES 1097 Fitness for Life 2

**Distribution Courses:**

- Biology 3
- Physical Science 3
- Additional Biology or Physical Science 3
- Humanities 3
- Fine Arts 3
- COMM 2110 Interpersonal Communication (fulfills Social/Behavioral Science) 3

**Discipline Core Requirements:** 22 Credits

- COMM 1500 Introduction to Mass Communication 3
- COMM 2300 Public Relations 3
- COMM 3020 Communication Research Methods 3
- COMM 3050 Theories of Communication and Culture 3
- COMM 4930 Communication Capstone 3
- COMM 431R Communication Executive Lecture Series 1

Choose one of the following two courses: 3

- COMM 1020 Public Speaking (3.0)
- COMM 1130 Writing for the Mass Media (3.0)

Choose one of the following two courses: 3

- COMM 3000 Media Ethics (3.0)
- COMM 3700 Free Expression in a Democratic Society (3.0)

**Elective Requirements:** 13 Credits

- Complete 13 credits of electives 1000 level or higher 13

**Emphasis Requirements:** 27 Credits

- COMM 1610 Reporting for the Mass Media 3
- COMM 3100 Propaganda and Persuasion 3

**Completion of a minimum of 120 or more semester credits.**
**Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).**
**Residency hours: minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.**
**Completion of GE and specified departmental requirements.**
**Completion of COMM courses with a C- or higher.**
**Successful completion of at least one Global/Intercultural course.**

**Communication - Journalism Emphasis, B.S.**

**Careers:**

- Magazine Writing (3.0)
- The News Editing Process (3.0)
- Radio Production (3.0)
- Principles of Advertising (3.0)
- Visual Strategies for Communication Majors (3.0)

Complete 6 credits from the following Applied Theory and Research courses:

- Film Theory (3.0)
- International Communication (3.0)
- Investigative Reporting (3.0)
- Mormon Cultural Studies (3.0)

**Emphasis Elective Requirements:** 23 Credits

Complete 6 credits from the following:

- The Culture of Nature and Technology (3.0)
- Film Theory (3.0)
- Intercultural Communication Encounters (3.0)
- Cross-Cultural Communications for International Business (3.0)
- Special Topics in Communication (3.0)
- Public Relations Case Studies (3.0)
- Public Relations Writing (3.0)
- Investigative Reporting (3.0)
- Advertising Media Planning (3.0)
- Mormon Cultural Studies (3.0)

Any courses 1000 or higher (10 credits must be upper division). 17
Communication

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; project management; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills. Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

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Communication - Public Relations Emphasis, B.A.

Requirements

Students seeking a degree in public relations from Utah Valley University will find themselves in a rigorous study of the ins and outs of public relations. The public relations emphasis provides students with dynamic in-class instruction as well as multiple options for real-world experience. Public Relations students learn the vital role that they can play in a vast array of professions, and learn the skills to do so by taking courses such as Public Relations Writing, and Case Studies in Public Relations. Public Relations students also have many opportunities for student involvement. In 2010 UVU became a charter member of PRSSA which opened several opportunities for our students both on campus and across the nation. In 2013, our PRSSA student organization won the “Chapter of the Year” at the Public Relations Society of America (PRSA) annual conference in Philadelphia, Pennsylvania. Students who are pursing a career in Public Relations it is recommended that they take upper division (3000+) Business Management courses to prepare them for the corporate environment.

Total Program Credits: 120

General Education Requirements: 36 Credits

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or PES 1097  | Fitness for Life                                 | 2       |

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<td>Additional Biology or Physical Science</td>
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<td>Communication Research Methods</td>
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Elective Requirements: 12 Credits

- Complete 12 credits from one foreign language to include the 1010, 1020, and 2010 levels. 12

Emphasis Requirements: 27 Credits

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<td>COMM 481R</td>
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<tr>
<td>COMM 4850</td>
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Complete 9 COMM credits (6 must be upper division) 9

Emphasis Elective Requirements: 23 Credits

- Any courses 1000 or higher (10 credits must be upper division). 23

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Communication - Public Relations Emphasis, B.A.

CAREERS

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Careers:

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</tr>
<tr>
<td>STAT 1040 Introduction to Statistics (recommended for Social Science majors)</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 1045 Introduction to Statistics with Algebra (5.0)</td>
<td>3</td>
</tr>
<tr>
<td>Complete one of the following:</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1700 American Civilization (3.0)</td>
<td>3</td>
</tr>
</tbody>
</table>

Complete the following:

| COMM 1500 Exploring the Communication Major (Must pass with a C- or better) | 3 |
| COMM 2300 Public Relations | 3 |
| COMM 3020 Communication Research Methods | 3 |
| COMM 3050 Theories of Communication and Culture | 3 |
| COMM 4930 Communication Capstone | 3 |
| COMM 431R Communication Executive Lecture Series | 1 |

Choose one of the following two courses: 3

| COMM 1020 Public Speaking (3.0) | 3 |
| COMM 1130 Writing for the Mass Media (3.0) | 3 |

Choose one of the following two courses: 3

| COMM 3000 Media Ethics (3.0) | 3 |
| COMM 3700 Free Expression in a Democratic Society (3.0) | 3 |

Elective Requirements: 13 Credits

Complete 13 credits of electives 1000 level or higher

Emphasis Elective Requirements: 23 Credits

| COMM 2510 Visual Strategies for Communication Majors | 3 |
| COMM 3140 Social Media Content Creation | 3 |
| COMM 3520 Public Relations Case Studies | 3 |
| COMM 3530 Public Relations Writing | 3 |
| COMM 481R Internship | 3 |
| COMM 4850 Public Relations Campaigns | 3 |
| Complete 9 COMM credits (6 must be upper division) | 9 |

Any courses 1000 or higher (10 credits must be upper division)
Communication

Graduation Requirements:

1. Completion of a minimum of 120 or more semester credits.
2. Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).
3. Residency hours: minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements.
5. Completion of COMM courses with a C- or higher.
6. Successful completion of at least one Global/Intercultural course.

Communication - Public Relations Emphasis, B.S.

Careers

Virtually every modern field of endeavor has increasing demand for specialists with training in the field of communication. Traditional areas of employment for communication students include: print and electronic journalism; print and electronic entertainment; public relations (public affairs, media relations, customer relations, marketing, etc.); advertising; various sorts of writing, reviewing, and editing; training; sales; project management; and management. Today, new media technologies are expanding the need for communication specialists, as well as their range of skills. Communication also provides excellent preparation for graduate study in the fields of business, education, law, psychology, and of course, communication.

Related Careers

- Communications Teachers, Postsecondary
- Radio and Television Announcers
- Public Address System and Other Announcers
- Public Relations Specialists
- Writers and Authors