

2025-26 ACADEMIC YEAR

# Department of Communication

## CORE CURRICULUM & EMPHASES

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### INTRODUCTION

The Department of Communication offers a B.A. or B.S. in Communication with four emphases: Strategic Communication (public relations, advertising, integrated marketing); Journalism (digital, broadcast, print); Communication Studies; and Science, Health, Environmental, and Risk Communication. Regardless of your emphasis, a major in communication will provide you with knowledge on ethical communication, persuasion, social influence and social responsibility. Paired with improved skills in writing and speaking, you will be highly competitive in the job market.

Students will be required to complete the core curriculum (4 courses, 12+ credits) and one of the four emphases (13 courses, 39+ credits). Students must complete a total of 120 credit hours to earn their Bachelor's degree. 40 of those credit hours must be upper division (3000-level or higher). Students may need to complete additional courses outside of general education and major requirements in order to meet total required hours.

### TRANSFER CREDIT

The Department of Communication will allow 6 transfer Communication courses to count towards major requirements. The Office of Admissions determines whether transfer courses are accepted at the University of Utah, but Academic Advisors can help determine which Communication courses may fulfill major requirements.

### DEGREE AUDITS

Students are expected to be generating their Degree Audit regularly. It is the official degree tracking tool and is used to clear students for graduation. Click [here](#) for detailed instructions on how to properly generate and view a Degree Audit.

### BA VS BS

Bachelor of Arts demonstrates and requires fourth semester proficiency in a second language. Bachelor of Science demonstrates proficiency in research methods and requires one DI or QI course.

### MAJOR DECLARATION

Students can declare their major in Communication upon admittance to the University of Utah. Official major declaration can be done by submitting this [form](#).

### GRADING

All Communication courses must be passed with a 'C' grade or better to count in the major.

### WAITLIST POLICY

Communication classes fill quickly, so students are encouraged to plan ahead and enroll on your assigned [Registration Date](#) to help ensure timely graduation. Academic Advisors in the Department of Communication do not issue permission codes for classes that are full.

If a class is full when a student registers, [wait listing](#) allows a student to add their name to an electronic wait list and potentially be added to the class if space opens up, and they meet all the requirements. Wait listing is not a guarantee to enrollment into a class.

# Core Requirements

4 COURSES - MINIMUM 12 CREDITS

## Introduction - Choose **two** of the following courses:

3	COMM 1020	Principles of Public Speaking <b>HF</b>
3	COMM 1130	Media Writing
3	COMM 1270	Analysis of Argument <b>HF</b>
3	COMM 1500	Media and Society <b>HF</b>

## Methods - Choose **one** of the following courses:

3	COMM 3460	Rhetorical Criticism <b>DI</b>
3	COMM 3700	Qualitative Communication Research <b>DI</b>
4	COMM 3710	Intro to Quantitative Comm Research <b>QI</b>
3	COMM 3720	Applied Communication Research Methods <b>DI</b>

## Skills - Choose **one** of the following courses:

4	COMM 1535	Basic Digital Photo
3	COMM 3510	Web Design & Content Strategy
4	COMM 3560	Video Production I
4	COMM 4570	Visual Design & Editing

## Emphasis - Choose **one** of the following emphases:

<input checked="" type="checkbox"/>	Strategic Communication
	Science, Health Environment and Risk (CommSHER)
	Journalism
	Communication Studies

## EMPHASIS REQUIREMENTS

# Strategic Communication

13 COURSES — MINIMUM 39 CREDITS

### Fundamentals - Complete **all** of the following four courses:

	3	COMM 2580	Introduction to Strategic Communication
	3	COMM 3550	Principles of Visual Communication
	3	COMM 4590	Writing for Strat Comm <b>CW</b> (Pre-Req: COMM 2580)
	4	COMM 5300	Mass Communication Law (Pre-Req: Senior Level)

### Perspectives - Choose **three** of the following courses:

**\*One course MUST be COMM 3585 OR COMM 3590**

	3	COMM 3580	Special Topics in Strategic Communication
	3	COMM 3585	PR Cases and Campaigns (Pre-Req: COMM 2580)*
	3	COMM 3590	Integrated Mktg Comm (Pre-Req: COMM 2580)*
	3	COMM 4170	Organizational & Professional Communication
	3	COMM 5200	Persuasion and Political Communication
	3	COMM 5117	Health Campaigns and Media

### Skills and Theory - Choose **two** of the following courses (more on following page):

	4	COMM 1535*	Basic Digital Photo*
	3	COMM 3510*	Web Design & Content Strategy*
	4	COMM 3530	Advanced Photography (Pre-Req: COMM 1535)
	3	COMM 3540	Introduction to Podcasting
	4	COMM 3560*	Video Production I*
	3-12	COMM 3610	Internship

	3	COMM 3670	Future of Advertising
	3	COMM 3690	Making Brands Stick
	4	COMM 4560	Documentary Production (Pre-Req: COMM 3560)
	4	COMM 4570*	Visual Design & Editing*
	4	COMM 5555	Documentary Photography (Pre-Req: COMM 1535)

**\*These skills courses cannot double count in core and emphasis**

**Capstone** - Choose **one** of the following courses:

	3-4	COMM 4999	Honors Thesis/Project
	3	COMM 5920	PR Agency — Dep. of Comm (Pre-Req: Senior Level)
	3	COMM 5930	PR Agency — Absolute Comm (Pre-Req: Senior Level)
	3	COMM 5950	Advanced Special Topics in Strat Comm (Pre-Req: Senior Level)

**Electives** - Complete **three** courses (minimum 9 credits):

		COMM 1XXX-5XXX	
		COMM 1XXX-5XXX	
		COMM 5XXX	