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