This degree program combines communication theory with the practical training necessary for 21st century careers in communication. The UTSA program has three concentrations: social interaction, technical communication and public relations.
PROGRAMS OF STUDY

BACHELOR OF ARTS IN COMMUNICATION

CAREERS

Depending on the concentration, communication graduates enter careers in corporate management, desktop publishing, multimedia graphics and web page design, telecommunications systems, public relations, mass media and international relations. Some students also pursue careers in education. Students may also use a communication degree to enter law school.

REQUIREMENTS

The Bachelor of Arts degree in Communication offers three concentrations: social interaction, technical communication and public relations. The minimum number of semester credit hours required for this degree is 120, including core curriculum requirement hours. Thirty-nine of the 120 total semester credit hours required for the degree must be at the upper-division level. The College of Liberal and Fine Arts Signature Experience may be fulfilled by successful completion of COM 4533, COM 4723, COM 4813 or COM 4933.

Social Interaction Concentration
All candidates seeking this degree must fulfill the core curriculum requirements and the degree requirements, which are listed below.

A. 33 semester credit hours of required coursework
1. Common Communication degree requirements:
   - COM 2733 Introduction to Communication Technologies
   - COM 3023 Foundations of Communication
   - COM 3073 Conduct of Communication Inquiry
   - COM 3083 Language and Communication Theory
   or
   - COM 3553 Intercultural Communication
   - COM 3563 International Communication
   - ENG 2413 Technical Writing
   - COM 3893 Organizational Communication

2. Other required courses
   - COM 3563 International Communication
   - COM 3893 Organizational Communication
   - ENG 2413 Technical Writing

B. 9 additional semester credit hours in communication, at least 6 at the upper-division level

C. 6 semester credit hours in a single foreign language

D. 15 semester credit hours of approved support work in one of the following areas, 9 semester credit hours of which must be at the upper-division level:
   - intercultural/international studies
   - English language and composition, philosophy and visual arts
   - social and behavioral sciences
   - business, management, marketing and information systems
   - other subjects as may be individually justified by the student and approved by the undergraduate adviser

E. 15 semester credit hours of free electives

Technical Communication Concentration
All candidates seeking this degree must fulfill the core curriculum requirements and the degree requirements, which are listed below.

A. 33 semester credit hours of required coursework
1. Common Communication degree requirements:
   - COM 2733 Introduction to Communication Technologies
   - COM 3023 Foundations of Communication
   - COM 3073 Conduct of Communication Inquiry
   - COM 3083 Language and Communication Theory
   or
   - COM 3553 Intercultural Communication
   - COM 3563 International Communication
   - ENG 2413 Technical Writing
   - COM 3893 Organizational Communication

2. Other required courses
   - COM 2433 Editing
   - COM 3413 Writing for New Media
   - COM 3623 Commercial Publications
   - COM 4723 Digital Media Production

B. 9 additional semester credit hours in communication at the upper-division level

C. 6 semester credit hours in a single foreign language

D. 15 semester credit hours of support work
1. ACC 2003 Foundations of Accounting
2. ECO 2023 Introductory Microeconomics
3. FIN 3003 Survey of Finance

E. 15 semester credit hours of free electives

Public Relations Concentration
Students who declare a concentration in public relations must complete each course required for the public relations concentration (COM 3513, COM 3523, COM 4523, COM 4533) with a grade of C or better.

All candidates seeking this degree must fulfill the core curriculum requirements and the degree requirements, which are listed below.

A. 33 semester credit hours of required coursework
1. Common Communication degree requirements:
   - COM 2733 Introduction to Communication Technologies
   - COM 3023 Foundations of Communication
   - COM 3073 Conduct of Communication Inquiry
   - COM 3083 Language and Communication Theory
   or
   - COM 3553 Intercultural Communication
   - COM 3563 International Communication
   - ENG 2413 Technical Writing

2. Other required courses: Each of the following required courses must be completed with a grade of C or better.
   - COM 3513 Writing for Public Relations
   - COM 3523 Public Relations
   - COM 4523 Case Studies in Public Relations
   - COM 4533 Public Relations Planning and Campaigns

B. 9 additional semester credit hours in communication, at least 6 at the upper-division level

C. 6 semester credit hours in a single foreign language

D. 15 semester credit hours of support work
1. ACC 2003 Foundations of Accounting
2. ECO 2023 Introductory Microeconomics
3. FIN 3003 Survey of Finance

E. 15 semester credit hours of free electives

MINOR IN COMMUNICATION
All students pursuing the minor in communication must complete 21 semester credit hours.

A. 12 semester credit hours of required courses
1. COM 3023 Foundations of Communication
2. COM 3073 Conduct of Communication Inquiry
3. COM 3083 Language and Communication Theory
4. ENG 2413 Technical Writing

B. One of the following options:
1. General Communication Emphasis: 9 additional semester credit hours of communication, at least 6 semester credit hours of which must be upper-division
2. Writing Emphasis: 9 additional semester credit hours selected from the following:
   - COM 2433 Editing
   - COM 3413 Writing for New Media
   - COM 3623 Commercial Publications
   - COM 4723 Digital Media Production
   - ENG 3413 Specialized Professional Writing
   - ENG 4433 Advanced Professional Writing

Information gathered from the 2006–2008 undergraduate catalog.
http://www.utsa.edu/ucat/chapter5/