



UNIVERSITY OF COLORADO  
AT COLORADO SPRINGS  
COLLEGE OF LETTERS, ARTS  
AND SCIENCES

**Department of Communication**  
 Department Chair: Dr. David Nelson, Associate Professor  
 Columbine Hall 3045 (719) 262-4129 drnelson@uccs.edu  
 Department Website: <http://web.uccs.edu/comm/>

**Objectives:**

- ◆ Scholars of communication study the complex process of human communication within interpersonal, group, organizational, public, intercultural, media and technological contexts. The ability to communicate abstractly separates humans from all other species. The Department of Communication is designed to educate the student in the complexities of uniquely human communication by focusing on both theoretical and pragmatic concerns.
- ◆ A degree in applied communication requires no specified option area. Specialized study in the areas of Organizational Communication, Recording Arts, and Media Management is also available.
- ◆ Communication students prepare themselves for a broad range of employment opportunities in both the public and private sectors. Major skills required in a communicator’s daily job include writing, editing, interviewing, speaking, and diagnosing communication problems. Students completing the communication curriculum are prepared to fill positions in such areas as personnel, external and internal communication, research, consulting, training, broadcasting, industrial television, public relations and management.
- ◆ Communication majors have required advising once a year. Go to the Student Success Center, Main Hall 2<sup>nd</sup> floor, annually for sign-off by an advisor prior to meeting with Dr. Nelson in the Communication Department.
- ◆ Get more involved on campus! Join the Communication Club or Collegiate Comm to meet other students also interested in this field. Contact the ROAR office at [roar@uccs.edu](mailto:roar@uccs.edu) or 262-3470 for more information.

<b>Communication-Media Management Option – 42 credits, 27 upper division</b>	<b><u>Credits</u></b>	
(At least 12 credit hours must be taken in residence)		
COMM 100 Contemporary Mass Media	3	
COMM 201 Oral Communication in the Workplace	3	
COMM 227 Beginning TV Production	3	
COMM 290 Writing for the Media	3	
COMM 345 History of TV Programming	3	
COMM 365 Mass Media & Society	3	
COMM 445 Advertising Media	3	
COMM 450 Media Management	3	
COMM 461 Principles & Practice of Public Relations	3	
COMM 469 Internship in Communication	3	
Four Approved Elective courses from the following:	12	
COMM 250 Research Methods	COMM 350 American Cinema	MKTG 300 Principles of Marketing
COMM 315 Comm. In Groups & Teams	COMM 420 Persuasion	MKTG 330 Marketing Research
COMM 327 Intermed. TV Production	COMM 422 Creative Communication	
COMM 328 Intercultural Communication	COMM 425 Adv. Interpersonal Comm.	
COMM 344 Leadership Communication	COMM 940 Independent Study	
Senior Exam	0	
Department advising required once each year		
<b><u>General Education Requirements**</u></b>		
**Students are required as part of their general education requirements to complete courses in Oral Communication, Cultural Diversity, and Global Awareness. These courses are identified in the LAS section of the schedule of courses and in the bulletin.		
Composition Requirement		6
Reasoning Skills Requirement		3
Humanities Area Requirement		
General		9
Core		3
Natural Science Area Requirement (including a lab course)		12
Social Science Area Requirement		12
General electives		<u>+33</u>
<b>Total Credits - 45 upper division (300-400) level</b>		<b>120</b>

# MODEL DEGREE PROGRAM

## COMMUNICATION (COMM)

### Media Management Option

The following four-year plan lists all the specific course requirements for the Bachelor of Arts in Communication-Media Management degree. The order in which these courses are taken may vary with course availability. **Students are responsible for completing all course prerequisites.** Please note that this is a *suggested* degree program; your program may vary.

#### *Suggested First Year*

##### FALL

- \_\_\_\_\_ ENGL131 Rhetoric & Writing I  
(Prer. of ENGL099 or ACT 19+ or SAT 450+)\*
- \_\_\_\_\_ COMM100 Contemporary Mass Media
- \_\_\_\_\_ Social Science Elective
- \_\_\_\_\_ ID101 Freshmen Seminar OR General Elective
- \_\_\_\_\_ General Humanities Elective

**TOTAL=15 credits**

##### SPRING

- \_\_\_\_\_ ENGL141 Rhetoric & Writing II  
(Prer. of ENGL131 or ACT 29+ or SAT 650+)\*
- \_\_\_\_\_ COMM227 Beginning TV Production
- \_\_\_\_\_ General Humanities Elective
- \_\_\_\_\_ General Elective
- \_\_\_\_\_ I D 105 Quantitative & Qualitative Reasoning Skills

**TOTAL=15 credits**

#### *Suggested Second Year*

##### FALL

- \_\_\_\_\_ COMM290 Writing for the Media
- \_\_\_\_\_ COMM201 Oral Comm. In the Workplace (O)
- \_\_\_\_\_ Natural Science Elective (w/lab)-4 cr
- \_\_\_\_\_ Social Science Elective
- \_\_\_\_\_ General Elective

**TOTAL=16 credits**

##### SPRING

- \_\_\_\_\_ COMM Approved Elective (Prer. may apply)
- \_\_\_\_\_ Natural Science Elective
- \_\_\_\_\_ General Humanities Elective
- \_\_\_\_\_ General Elective
- \_\_\_\_\_ General Elective

**TOTAL=15 credits**

#### *Suggested Third Year*

##### FALL

- \_\_\_\_\_ COMM365 Mass Media & Society (FALL ONLY)
- \_\_\_\_\_ COMM445 Advertising Media (FALL ONLY)
- \_\_\_\_\_ General Elective
- \_\_\_\_\_ Social Science Elective
- \_\_\_\_\_ Natural Science Elective

**TOTAL=15 credits**

##### SPRING

- \_\_\_\_\_ COMM Approved Elective (Prer. may apply)
- \_\_\_\_\_ COMM450 Media Management (SPRING ONLY)  
(Prer. of COMM100 and COMM227)
- \_\_\_\_\_ COMM Approved Elective (Prer. may apply)
- \_\_\_\_\_ Social Science Elective
- \_\_\_\_\_ Upper Division (UD) General Elective

**TOTAL=15 credits**

#### *Suggested Fourth Year*

##### FALL

- \_\_\_\_\_ COMM461 Princ. & Practices of Public Relations
- \_\_\_\_\_ COMM345 History of TV Programming (FALL ONLY)
- \_\_\_\_\_ HUM300+ Core Humanities (Prer. of junior status)
- \_\_\_\_\_ UD General Elective
- \_\_\_\_\_ UD General Elective

**TOTAL=15 credits**

##### SPRING

- \_\_\_\_\_ COMM469 Internship in Communication
- \_\_\_\_\_ COMM Approved Elective (Prer. may apply)
- \_\_\_\_\_ Natural Science Elective-2 cr
- \_\_\_\_\_ UD General Elective
- \_\_\_\_\_ UD General Elective

**TOTAL=14 credits**

All courses are 3 credits unless otherwise stated.

\*ACT/SAT placement scores are based on the English section of the exam only.

Courses fulfilling General Humanities, Social Sciences and Natural Sciences, as well as the Global Awareness (G), Cultural Diversity (D) and Oral Communication requirements, may be found in the Bulletin or the current schedule.

Electives may be used toward a minor, a 2<sup>nd</sup> major, prerequisites, additional courses in Communication (up to 54 credits maximum) or just for fun!