

### What will I be studying?

A Bachelor of Arts Degree in Communication studies the theory and science of how and why people communicate. Students study specialized areas such as health communication, persuasion, group dynamics, performance, leadership, gender issues and intercultural communication.

### Career Ideas!

#### **Social Media Manager**

Manage social media accounts for businesses.

#### **Human Resources Professional**

Handle compensation/benefits, training, employee relations, and, at times, recruiting for businesses.

#### **Sales Associate**

Sells goods and services to potential clients.

#### **Hospitality Professional**

Operates and maintains hotels, meeting spaces, theme parks, restaurants, and more.

#### **Realtor**

Helps clients buy and sell real estate.

#### **Educator**

Work as a teacher or administrator in K-12 and postsecondary institutions.

**\*\*Please note this is not a complete list of careers you can go into with this major.**



**Behavioral Sciences  
Building (BEH) 215 and  
216**



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[communication.usf.edu](http://communication.usf.edu)

### Contact Us

**Lambda Pi Eta Honor Society**

**Public Relations Student Society of  
America (PRSSA)**

**Advertising Club**

**Toastmasters**

**The Oracle**

**WUSF**

### Get Involved!

Department of Communication  
Communication, B.A.

# Example Four Year Plan

Year 1		
Fall	Spring	Summer
ENC 1101: Composition I	ENC 1102: Composition II	Non-major General Elective
Core Mathematics	SPC 2608: Public Speaking	
Enhanced Gen Ed: Creative Thinking	Core Natural Science	
Foreign Language 1	Foreign Language 2	
Total Hours: 13	Total Hours: 13	Total Hours: 3
Year 2		
Fall	Spring	Summer
COM 2000: Intro to Communication	SPC 3544: Persuasion and Media	Non-major General Elective
Enhanced Gen Ed: Ethical Reasoning/Civic Engagement	Core Humanities	
SPC 3301: Interpersonal Communication	Enhanced Gen Ed: Human/Cultural Diversity	
Core Social Science	Non-major General Elective	
Core Quantitative Reasoning	Non-major General Elective	
Total Hours: 15	Total Hours: 15	Total Hours: 3
Year 3		
Fall	Spring	Summer
ORI 3004: Communication as Performance	Non-major Upper-Level General Elective	Non-major General Elective
Major Distribution Area Course	Major Distribution Area Course	Non-major General Elective
Major Upper-Level Elective	Major Distribution Area Course	
Non-major General Elective	Major Upper-Level Elective	
Non-major General Elective	Non-major Upper-Level General Elective	
Total Hours: 15	Total Hours: 15	Total Hours: 4
Year 4		
Fall	Spring	Total Credits to Graduation
Non-major Upper-Level General Elective	Non-major General Elective	<b>Major Requirements:</b> 39 credit hours
Major Upper-Level Elective	Non-major General Elective	
Major Upper-Level Elective	Non-major General Elective	<b>General Education Requirements:</b> 33 credit hours
COM 4958: Communication Senior Capstone	Non-major General Elective	
		<b>Other Degree Requirements:</b> 48 credit hours
Total Hours: 12	Total Hours: 12	Total= 120