BACHELOR OF ARTS: COMMUNICATION - PROFESSIONAL COMMUNICATION EMPHASIS

University Requirements

General Education

UMKC Essentials is the university-wide curriculum that all undergraduate students will complete. The 30-credit hour program includes a First Year Experience course; three critical thinking courses in the areas of Arts & Humanities, Natural & Physical Sciences, and Social & Behavioral Sciences; a Culture and Diversity course; a Civic & Urban Engagement course; two courses in Written Composition and one course in Oral Communication; and a Math Pathway course. Transfer students entering UMKC will elect from the UMKC Essentials General Education Program or the Missouri Core 42 General Education Curriculum. Academic advisors will meet with incoming transfer students to determine which option best serves the student's educational needs. More information about General Education may be found here: https://catalog.umkc.edu/undergraduate-academic-regulations-information/general-education-requirements/ (http://catalog.umkc.edu/undergraduate-academic-regulations-information/general-education-requirements/)

Constitution Course

Every undergraduate student must take a course covering the United States Constitution and the Missouri State Constitution before graduation. Course options are included in the program requirements section below.

Exit Examinations

Information on exit examinations is available in the Undergraduate Academic Regulations and Information (http://catalog.umkc.edu/undergraduate-academic-regulations-information/graduation/exitexams/) section of the catalog.

Missouri Higher Education Civics Achievement Examination

In accordance with Missouri Senate Bill 807 (section 170.013.1), 'any student entering a public institution of higher education for the first time after July 2019 who is pursuing an associate's or bachelor's degree from such institution shall successfully pass an examination on the provisions and principles of American civics with a score of seventy percent or greater as a condition of graduation from such institution'. To satisfy this requirement at UMKC, students access the exam through the Canvas site. This requirement will be listed in the degree audit system as, 'Take State Mandated Missouri Higher Education Civics Achievement Examination', and listed on the transcript as 'Missouri Civics Examination'.

Student Learning Outcomes

Students graduating from this program will:

- Demonstrate effective oral, written, and visual communication
- Conduct basic research through the identification, evaluation, application, and citation of appropriate scholarly sources.
- Identify key interpersonal communication theories and concepts as they pertain to relationships and interactions with others from diverse backgrounds and across different settings.
- Identify key rhetorical theories and concepts and how they relate to the design and evaluation of effective messages.
- Explain how cultural diversity presents challenges and opportunities in interpersonal and public communication.

Program Requirements

The **Professional Communication** emphasis offers study in the areas of public address and rhetoric, interpersonal and intercultural communication, organizational communication and areas associated with human communication behavior including advertising, public relations and strategic communication.

UMKC Essentials

Code	Title	Credits
First Semester Experience Course (GEFSE)		3
Written Communication		
ENGLISH 110	Introduction to Academic Prose	3
ENGLISH 225	English II: Intermediate Academic Prose	3
Oral Communication (Satisfied in program requirements below)		
Math Pathway (choose one of the following):		3
MATH 116	Mathematics For Liberal Arts	
STAT 115	Statistical Reasoning	
MATH 110	Precalculus Algebra	

MATH 120	Precalculus	
Any 200-level MATH or STAT course		
ACT Math Sub-score of 28 or higher; or SAT Math Sub-score of 660 or higher		
Critical Thinking in Arts & Humanities (GECERT-AH)		3
Critical Thinking in Natural & Physical Sciences (GECRT-SC)		3
Critical Thinking in Social & Behavioral Sciences (GECRT-SS)		3
Culture & Diversity Course (GECDV)		3
Civic & Urban Engagement Course (GECUE)		3
Total Credits		27

Constitution Course Requirement

Section 170.011.1 of the Missouri Revised Statutes, 2015, states that all candidates for a degree issued by a college or university in the state of Missouri must have "satisfactorily passed an examination on the provisions and principles of the Constitution of the United States and of the state of Missouri, and in American history and American institutions."

Courses at UMKC that satisfy this state requirement are:

Code	Title	Credits
Choose one of the following:		3
CJC 364	The Supreme Court And The Criminal Process	
HISTORY 101	U.S. History to 1877	
HISTORY 102	U.S. History Since 1877	
HONORS 230	Honors American Government	
POL-SCI 210	American Government	
Total Credits		3

There are a few other ways this requirement can be satisfied for students transferring to UMKC:

- Take an equivalent course from the list above at a regionally accredited institution.
- Earn credit for one of the above courses through AP, IB, or CLEP.
- Take a course that directly satisfies the Missouri Constitution Requirement at another Missouri institution.
- Have a previous bachelors degree (or higher) from a regionally accredited institution.
- Have an Associate of Arts degree from a regionally accredited institution.
- Complete the 42 Hour Core at a Missouri institution and have it listed on the official transcript.

School of Humanities and Social Sciences Degree Requirements

Code	Title	Credits
Writing Intensive Course (300-level or above; satisfied in major requirements below):		0
Total Credits		0

Major Requirements

Students must maintain a 2.0 GPA in their major courses. Only major courses with a grade of C- or higher will be accepted for credit in the major, and counted toward the major GPA. With prior permission, three hours of elective credit from another department may be accepted as Communication Studies elective credit.

Students must successfully complete the major requirements below with at least 18 credit hours taken in the department at UMKC with 12 of those hours at the 300-level or above.

Code	Title	Credits
Department's Core Courses		
COMM-ST 110	Fundamentals of Effective Speaking and Listening (satisfies Oral Communications requirement)	3
COMM-ST 483	Research Seminar In Communication Studies (or SEARCH Project in the major)	3
or COMM-ST 484	Internship	
Required Courses		
COMM-ST 277	Interpersonal Communication	3
COMM-ST 308	Introduction To The Study Of Human Communication	3

COMM-ST 341WI	Rhetorical Theory And Criticism	3
Professional Communication		
Select one of the following not already completed in another area:		3
COMM-ST 343	Group Dynamics	
COMM-ST 344	Organizational Communication	
COMM-ST 387	Strategic Communication Research	
COMM-ST 431	Colloquium In Interpersonal Dynamics	
COMM-ST 441	Applications of Interpersonal Communication Theory	
COMM-ST 444WI	Intercultural Communication	
Public Communication		
Select one of the following not already completed in another area:		3
COMM-ST 312	Advanced Public Speaking	
COMM-ST 317	Persuasive Communication	
COMM-ST 348	The Art of the Interview	
COMM-ST 446	Principles Of Advertising	
COMM-ST 447	Interactive and Social Media Advertising	
COMM-ST 484	Internship	
COMM-ST 492	Advertising Campaigns	
Professional and Public Electives		
Select four of the following not already completed in another area:		12
COMM-ST 312	Advanced Public Speaking	
COMM-ST 317	Persuasive Communication	
COMM-ST 318	Dialogue Across Difference	
COMM-ST 343	Group Dynamics	
COMM-ST 344	Organizational Communication	
COMM-ST 348	The Art of the Interview	
COMM-ST 366	Digital Games and Society	3
COMM-ST 387	Strategic Communication Research	
COMM-ST 400	Special Studies	
COMM-ST 431	Colloquium In Interpersonal Dynamics	
COMM-ST 441	Applications of Interpersonal Communication Theory	
COMM-ST 444WI	Intercultural Communication	
COMM-ST 446	Principles Of Advertising	
COMM-ST 447	Interactive and Social Media Advertising	
COMM-ST 448	Principles Of Public Relations	
COMM-ST 484	Internship	
COMM-ST 492	Advertising Campaigns	
COMM-ST 498	Independent Study	
Total Credits		36

General Electives

Students must take elective credit hours to meet the minimum credit hour requirement for their degree, including at least 36 credit hours of coursework at the 300-level or above. The minimum required by the university is 120 credit hours, of which at least 30 credit hours must be taken at UMKC, but some degree programs require more.

Code	Title	Credits
General Electives		**57**

Minimum GPA: 2.0

Total Credit Hours: 120

Please see an advisor for details about how to complete this program online.

Major Map
Four Year Graduation Plan - Courses & Critical Benchmarks for First Time College Students:

UMKC's Major Maps are detailed, undergraduate four-year course outlines that inform students on the classes they should take and when to take them. Outlines are updated yearly. Graduate students should visit their program's individual school for program outlines.

The following is a sample course of study. Your path to graduation may vary based on factors such as college credit you earned while in high school, transfer work from other institutions of higher learning, and placement in Mathematics. You are responsible for checking prerequisites to any courses. It is the Student's responsibility to ensure that all program requirements are met. This guide is not a substitute for academic advisement.

First Year

Fall Semester	Credits	Spring Semester	Credits
COMM-ST 110CC	3	ENGLISH 225	3
GEFSE 101	3	MATH 116	3
ENGLISH 110	3	GECRT-SS 101, 102, 104, 105, 106, 107, 108, or 111	3
GECRT-AH 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 112, or 113	3	HISTORY 101, 102, or POL-SCI 210	3
General Elective	3	General Elective	3
	15		15

Second Year

Fall Semester	Credits	Spring Semester	Credits
COMM-ST 277CC	3	COMM-ST 308	3
GECRT-SC 101 or 102	3	COMM-ST 2XX/3XX/4XX Professional Communication Course	3
GECUE 201, 203, 204, 205, or 272	3	GECDV 201, 202, 203, 204, 205, 206, 207, 208, 209, or 210	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
	15		15

Third Year

Fall Semester	Credits	Spring Semester	Credits
COMM-ST 341WI	3	COMM-ST 3XX/4XX Professional/ Public Elective	3
COMM-ST 3XX/4XX Public or Professional Communication course (whichever not yet completed)	3	COMM-ST 3XX/4XX Professional/ Public Elective	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
General Elective	3	General Elective	3
	15		15

Fourth Year

Fall Semester	Credits	Spring Semester	Credits
COMM-ST 3XX/4XX Professional/ Public Elective	3	COMM-ST 483 or 484	3
COMM-ST 3XX/4XX Professional/ Public Elective	3	3XX/4XX General Elective	3
3XX/4XX General Elective	3	3XX/4XX General Elective	3

General Elective	3	General Elective	3
General Elective	3	General Elective	3
	15		15

Total Credits: 120

CC Critical Courses provide feedback regarding major fit and help indicate likelihood of successful completion of chosen academic program and degree.

Recommendations to Maintain Progress toward 4-Year Degree Completion

- Completion of the First Semester Experience (FSE) course in first term.
- Early completion of Written Communication, Oral Communication, and Math Pathway requirements.
- Maintain the minimum GPA required for academic Good Standing for your degree program.
- Completion at least 15 credit hours toward degree each regular semester. *(Students may use the summer to ensure completion of 30 hours per academic year or to lighten Fall and Spring course loads.)*
- Enrollment in Critical Courses as listed on the Major Map is recommended in order to maintain timely progress and completion of prerequisite coursework.
- Early and continuous enrollment in Foreign Language through completion of level required for degree program is recommended. *(The Foreign Language placement exam is highly recommended to ensure placement in the correct course level.)*
- Regular consultation with Academic Advisor(s) for program(s) of study is strongly recommended and may be required for some degree programs..

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