

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 course in Culture and Diverse Perspectives; a course in Civic & Urban Engagement; 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 on the General Education Requirements (<https://catalog.umkc.edu/undergraduate-academic-regulations-information/general-education-requirements/>) page.

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 (<https://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:

- Use effective oral, written, and visual communication.
- Complete basic research through the identification, evaluation, application, and citation of appropriate scholarly sources.
- Analyze key interpersonal communication theories and concepts as they pertain to relationships and interactions with others from diverse backgrounds and across different settings.
- Analyze key rhetorical theories and concepts as they relate to the design and evaluation of effective messages.
- Appraise 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 & Diverse Perspectives (GECDV)	3
Civic & Urban Engagement (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 bachelor's 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 or COMM-ST 484	Research Seminar In Communication Studies (or SEARCH Project in the major) Internship	3
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/444	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 212	Argumentation And Debate
COMM-ST 220	Introduction to Modern Communications Media
COMM-ST 284	Career Development for Communication Professionals
COMM-ST 311	Broadcast and Digital Media Presenting
COMM-ST 312	Advanced Public Speaking
COMM-ST 316	Health, Science and Environmental Reporting
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
COMM-ST 387	Strategic Communication Research
COMM-ST 388	Media Ethics
COMM-ST 400	Special Studies
COMM-ST 412	Public Speaking for Professionals
COMM-ST 431	Colloquium In Interpersonal Dynamics
COMM-ST 441	Applications of Interpersonal Communication Theory
COMM-ST 444WI/444	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**33****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 110 ^{CC}		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, 113, or 114		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 277 ^{CC}		3 COMM-ST 308	3
GECRT-SC 101, 102, or 103		3 COMM-ST 2XX/3XX/4XX Professional Communication Course	3
GECUE 201, 203, 204, 205, 206, or 272		3 GECDV 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, or 211	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..

Roo Advising (<https://catalog.umkc.edu/roo-advising/>)

Email: rooadvising@umkc.edu

Phone: 816-235-1148

Milestones Year 1

Fall Semester	Spring Semester
Login to (https://planmydegree.umkc.edu/selfserviceK/general/home.html) PlanMyDegree :	Login to (https://planmydegree.umkc.edu/selfserviceK/general/home.html) PlanMyDegree :
<ul style="list-style-type: none"> • Review your degree audit in PlanMyDegree • Create an academic plan for the Spring semester in PlanMyDegree 	<ul style="list-style-type: none"> • Review your degree audit in PlanMyDegree • Create an academic plan for Year 2 in PlanMyDegree
Schedule appointment with Academic Advisor to review Academic Plan and obtain Spring semester approval to (https://umkc.starfishsolutions.com/starfish-ops/support/login.html) release advising hold .	Schedule appointment with Academic Advisor to review Academic Plan and Year 2 approval to (https://umkc.starfishsolutions.com/starfish-ops/support/login.html) release advising hold .
Complete the (https://catalog.umkc.edu/undergraduate-academic-regulations-information/graduation/civics-exam/) Missouri Higher Education Civics Achievement Exam .	Visit a faculty member during office hours/student drop-in hours to discuss their research.
Activate your (https://www.umkc.edu/career-services/students/handshake.html) Handshake account and take a look at on-campus positions.	Attend a (https://app.joinhandshake.com/edu/appointments/new/) Resume Workshop, Resume Blitz , or have a Resume Appointment with Career Services.

Take one of the following (<https://www.umkc.edu/career-services/students/online-resources.html>) **assessments** to get a better understanding of yourself: **Clifton Strengths**, **Focus2**, or **Agile Work Profiler**.

Attend the (<https://www.umkc.edu/career-services/events/>) **Fall Jobs & Internship Fair** or the **STEM Fair** to understand who is recruiting UMKC students.

Attend (<https://www.umkc.edu/get-involved/events/convocation.html>) **Convocation** and **Roo Welcome Events**.

Join a (https://roogroups.umkc.edu/home_login/) **student organization**. (find them via RooGroups)

Attend an **Undergraduate Research Symposium** (August-SUROP or November).

Investigate on-campus (<https://www.umkc.edu/undergraduate-research/student-resources/more-research-opportunities.html>) **Undergraduate Research employment opportunities** (work-study funded UR Associates or grant-funded).

Join a **journal club** or **research-focused student group**, if offered in your dept/unit.

Connect with (<https://www.umkc.edu/msa/scholar-programs/>) **Emerging Research Scholars** in Multicultural Student Affairs (MSA).

Attend an (<https://www.umkc.edu/career-services/events/>) **Employer Information Session** or **Networking in the 816** event.

Schedule a (<https://umkc.joinhandshake.com/stu/appointments/new/>) **Choosing a Career Path / College Major** appointment with a career coach to reflect on your major and see that it is in-line with career paths you are interested in.

Attend events and explore (https://roogroups.umkc.edu/home_login/) **RooGroups**.

Attend (<https://www.umkc.edu/get-involved/programs/>) **Leadership Workshops** through the Office of Student Involvement.

Attend UMKC's Annual **Undergraduate Research Symposium** (April).

Enroll in a (<https://www.umkc.edu/undergraduate-research/get-started/>) **EUREKA** class (UMKC Essentials or lower-level in your MAP).

Identify (<https://net2.umkc.edu/intapps/ur-links/>) **potential faculty mentors** in your major (UR-Linked or Dept/Unit Web sites).

Attend a **research lecture** or **creative presentation** in your major.

Thinking Ahead

Explore summer enrollment to get caught up or get ahead.

Explore study abroad opportunities with the Study Abroad and Global Engagement Office. (<https://www.umkc.edu/study-abroad/>)

Explore national competitive awards and scholarships. (<https://www.umkc.edu/career-services/awards/>)

Gain a general understanding of career outcomes for your chosen/desired majors.

Identify 2-3 career options.

Keep track of involvement using UMKC's Co-Curricular Transcript system. (<https://www.umkc.edu/get-involved/programs/co-curricular-engagement.html>)

Year 2

Fall Semester

Login to (<https://planmydegree.umkc.edu/selfserviceK/general/home.html>) **PlanMyDegree**:

- Review your degree audit in **PlanMyDegree**
- Review and continue working on your academic plan in **PlanMyDegree**

Schedule appointment with Academic Advisor to review Academic Plan and obtain Spring semester approval to (<https://umkc.starfishsolutions.com/starfish-ops/support/login.html>) **release advising hold**.

Attend the (<https://www.umkc.edu/career-services/events/>) **Fall Jobs & Internship Fair** or any **career fair** to identify internship opportunities / hiring windows.

Have an employer or Career Coach review your (<https://umkc.joinhandshake.com/stu/appointments/new/>) **resume**.

Consider applying for an (https://app.joinhandshake.com/edu/postings/pending/?page=1&per_page=25 OR <https://www.umkc.edu/research/>) **on/off-campus internship** or **research opportunity**.

Take on a (<https://www.umkc.edu/get-involved/student-organizations/>) **Leadership role** in a student organization or project team.

Spring Semester

Login to (<https://planmydegree.umkc.edu/selfserviceK/general/home.html>) **PlanMyDegree**:

- Review your degree audit in **PlanMyDegree**
- Build out your academic plan through graduation in **PlanMyDegree**

Schedule appointment with Academic Advisor to review Academic Plan and ensure all program requirements are planned and obtain plan approval to (<https://umkc.starfishsolutions.com/starfish-ops/support/login.html>) **release advising hold**.

Attend an (<https://www.umkc.edu/career-services/events/>) **Employer Information Session** or **Networking in the 816** event.

Take part in a (<https://www.umkc.edu/career-services/job-shadowing.html>) **job shadowing experience** or a **site visit**.

Attend any (<https://umkc.joinhandshake.com/stu/events/?collection=ALL&categories=5&eventFormat=HYBRID&sort=RELEVANCE>) **fair**.

Connect with (<https://www.umkc.edu/financial-wellness/>) **Financial Wellness Center** and attend financial literacy workshops.

Attend an **Undergraduate Research Symposium** (August-SUROP or November).

Enroll in a (<https://www.umkc.edu/undergraduate-research/get-started/>)**EUREKA** class (UMKC Essentials or lower-level in your MAP).

Investigate on-campus (<https://www.umkc.edu/undergraduate-research/student-resources/more-research-opportunities.html>)**Undergraduate Research** employment opportunities (work-study funded UR Associates or grant-funded).

Meet with **potential faculty research mentors** in your major.

Investigate off-campus (<https://www.umkc.edu/undergraduate-research/student-resources/more-research-opportunities.html>)**Undergraduate Research** opportunities.

Attend UMKC's **Annual Undergraduate Research Symposium** (April).

Enroll in a (<https://www.umkc.edu/undergraduate-research/get-started/>)**EUREKA** class (UMKC Essentials or lower-level in your MAP).

Develop a plan with your faculty research mentor for years three and four.

Thinking Ahead

Explore summer enrollment to get caught up or get ahead.

Explore study abroad opportunities with the Study Abroad and Global Engagement Office. (<https://www.umkc.edu/study-abroad> (<https://www.umkc.edu/study-abroad/>))

Explore national competitive awards and scholarships. (<https://www.umkc.edu/career-services/awards> (<https://www.umkc.edu/career-services/awards/>))

Identify three internships or research opportunities that match your major and career goals.

Year 3

Fall Semester

Review your degree audit and academic plan in **PlanMyDegree** to ensure you are on track for anticipated graduation date.

Schedule an appointment or confirm enrollment plans as required with academic advisor to (<https://umkc.starfishsolutions.com/starfish-ops/support/login.html>)**release advising hold**.

Attend the (<https://www.umkc.edu/career-services/events/>)**Fall Jobs & Internship Fair** or any career fair to discuss internship opportunities with employers.

Attend a workshop or appointment about (<https://app.joinhandshake.com/edu/appointments/new/>)**Cover Letters and LinkedIn**.

Apply to a minimum of 3 internships that are in-line with your major / career goals. (https://app.joinhandshake.com/edu/postings/pending/?page=1&per_page=25)

Run for (<https://www.umkc.edu/get-involved/student-organizations/>)**executive positions** in student organizations.

Apply for (<https://www.umkc.edu/undergraduate-research/student-grants/>)**on/off-campus research opportunities**, including **SEARCH**.

Enroll in upper-level (<https://www.umkc.edu/undergraduate-research/get-started/>)**EUREKA** Course in your major (investigate senior thesis options in your major).

Conduct research with support of faculty mentor.

Present at UMKC's (<https://www.umkc.edu/undergraduate-research/presentations/>)**Fall Research Symposium**.

Investigate opportunities to present your research at regional or national conferences.

Spring Semester

Review your degree audit and academic plan in **PlanMyDegree** to ensure you are on track for anticipated graduation date.

Schedule an appointment or confirm enrollment plans as required with academic advisor to (<https://umkc.starfishsolutions.com/starfish-ops/support/login.html>)**release advising hold**.

Submit (<https://www.umkc.edu/registrar/academic-programs/graduation/>)**application for graduation** at the completion of 90 hours in Pathway.

Meet with an employer for an informational interview. (<https://cdn.careers.bloch.umkc.edu/wp-content/uploads/sites/130/2021/08/Bloch-Informational-Interviewing.pdf>)

Attend a Networking workshop or a (<https://www.umkc.edu/career-services/events/>)**Networking in the 816** event.

Attend any (<https://umkc.joinhandshake.com/stu/events/?collection=ALL&categories=5&eventFormat=HYBRID&sort=RELEVANCE>)**fair**.

Attend (<https://sgs.umkc.edu/admissions/gradroo.html>)**Grad Roo Fair**.

Apply for (<https://www.umkc.edu/undergraduate-research/student-grants/>)**on/off-campus research opportunities**, including **SUROP**.

Enroll in upper-level (<https://www.umkc.edu/undergraduate-research/get-started/>)**EUREKA** Course in your major (investigate senior thesis options in your major).

Conduct research with support of faculty mentor.

Apply for (<https://www.umkc.edu/undergraduate-research/recognition/>)**Undergraduate Research Fellow** transcript designation (March 1 deadline).

Present at UMKC's (<https://www.umkc.edu/undergraduate-research/presentations/>)**Annual Symposium of Undergrad Research** in April.

Thinking Ahead

Explore summer enrollment to get caught up or get ahead.

Explore national competitive awards and scholarships. (<https://www.umkc.edu/career-services/awards> (<https://www.umkc.edu/career-services/awards/>))

Establish one to two contacts in your desired industry.

Complete an internship / employment opportunity related to your major / career goals.

Year 4**Fall Semester**

Review your degree audit and academic plan in **PlanMyDegree** to ensure all requirements are planned by anticipated graduation date.

Schedule an appointment or confirm enrollment plans as required with academic advisor to (<https://umkc.starfishsolutions.com/starfish-ops/support/login.html>)**release advising hold**.

Attend the (<https://www.umkc.edu/career-services/events/>)**Fall Jobs & Internship Fair** or the **STEM fair** to identify jobs to apply to.

Attend a workshop or appointment about Job Searching. (<https://app.joinhandshake.com/edu/appointments/new/>)

Have a (<https://app.joinhandshake.com/edu/appointments/new/>)**mock interview** appointment with a Career Coach.

Serve on one or more **student advisory boards**.

Apply for (<https://www.umkc.edu/undergraduate-research/student-grants/>)**on/off-campus research opportunities**, including **SEARCH**.

Conduct research with support of faculty mentor.

Request nomination for (<https://www.umkc.edu/undergraduate-research/presentations/undergraduate-research-day-at-the-capitol/>)**Undergraduate Research Day @ the Capitol** (URD@C) from your faculty mentor (November 1 deadline).

Present Your Research at **Fall UR Symposium** or at a regional or national conference in your discipline. (<https://www.umkc.edu/undergraduate-research/presentations> (<https://www.umkc.edu/undergraduate-research/presentations/>))

Feature research accomplishments on résumé or grad/professional school **Celebrate your awesomeness!** applications.

Spring Semester

Review your degree audit and academic plan in **PlanMyDegree** to ensure all requirements are planned by anticipated graduation date.

Take (<https://net3.umkc.edu/intapps/exitexams/Home.aspx>)**UMKC HEIghten Exam**.

Pay close attention to email for information about **Graduation Fair** and **Commencement Exercises**.

Attend a Networking workshop or a (<https://www.umkc.edu/career-services/events/>)**Networking in the 816** event.

Attend any (<https://umkc.joinhandshake.com/stu/events/?collection=ALL&categories=5&eventFormat=HYBRID&sort=RELEVANCE>)**fair**.

Attend a (<https://www.umkc.edu/commencement/>)**senior send-off** and **Commencement-related events**.

Apply to a minimum of 5 jobs or **submit applications** to professional / graduate programs as needed.

Conduct research with support of faculty mentor.

Present Your Research at **UMKC's Annual Symposium of Undergraduate Research** (April) or at a regional or national conference in your discipline.

In Canvas, complete all requirements in your **Graduation Checklist** (will appear in the second 8 weeks of the semester).

Thinking Ahead

Successfully obtain full-time work or graduate school admission and report your outcome in 12Twenty. (<https://www.umkc.edu/career-services/students/12twenty.html>)

Give back by speaking at student leadership panels or participating in alumni events.