

COMMUNICATION (B.A.)

Program Description

The Bachelor of Arts (B.A.) degree in Communication at FGCU is designed to weave theory with practical expertise grounded in the rhetorical studies, intercultural communication, interpersonal communication, and strategic communication. The faculty of the Communication Program imbued their courses with research and performance elements to foster ethical, effective, and socially conscious communication in a variety of social and professional settings.

Concentrations

- Communication Studies Concentration
- Public Relations Concentration

Program Progression and Additional Graduation Requirements

- Attend an orientation session.
- Sign an Advising Agreement document.

In addition to the program requirements, students must:

- Complete a minimum of 120 credits.
- Complete a minimum of 48 of the 120 credits at the upper division (3000 - 4999 level).
- Earn a cumulative GPA of 2.0 for all coursework attempted at FGCU.
- Satisfy the College-Level Skills and foreign language entrance requirements.
- Satisfy the Service-Learning requirement.
- Satisfy the Civic Literacy requirement.
- Satisfy the residency requirement: 30 of the last 60 credits must be completed at FGCU.
- Complete the summer course enrollment requirement.
- Submit an Application for Graduation by the deadline listed in the FGCU Academic Calendar.

Program Requirements

Code	Title	Credits
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FGCU General Education Program (<https://www.fgcu.edu/academics/undergraduatestudies/generaleducation/>)

To prevent or minimize excess hours, select general education courses that satisfy common prerequisite requirements for your intended major.

Common Prerequisites

A minimum grade of C is required in each course

SPC 1608	Effective Speaking (Acceptable Substitute: SPCX608)	3
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Required Courses in the Major (15 credits)

A minimum grade of C is required in each course

SPC 1017	Fundamentals of Communication	3
SPC 3230	History of Rhetorical Theory	3
SPC 3301	Interpersonal Communication	3
SPC 3721	Interracial/Intercultural Comm	3
SPC 4941	Internship	3

Restricted Electives in the Major (6 credits)

A minimum grade of C is required in each course

Complete 6 credits from the following:

COM 4930	Spec Topics in Communication	3
SPC 4931	Special Topics	3

Any upper division (3000-4999 level) course with the prefix COM, SPC or PUR that has not already been used to fulfill a requirement for this major.

Concentration (15 credits)

A minimum grade of C is required in each course

Complete one of the following concentrations:

Communication Studies Concentration

Complete the following:

COM 3343	Rhetorical Criticism	3
SPC 4932	Senior Seminar (capstone)	3

Select 9 credits from the following:

Any upper division (3000 - 4999 level) course with the prefix COM or SPC that has not already been used to fulfill a requirement for this major.

Public Relations Concentration

Complete the following:

PUR 3000	Principles of Public Relations	3
PUR 3100	Public Relations Writing	3
PUR 3600	Public Relations Strategy	3
PUR 4500	Public Relations Research	3
PUR 4800	PR Campaigns/Capstone (capstone)	3

Sustainability Course Graduation Requirement (3 credits)

Select at least 3 credits in sustainability coursework (SCGR Attribute)

Additional Electives

As needed to reach total credits required for the degree

Total Credits Required: 120