

Date Submitted: 02/07/25 2:10 pm

Viewing: **COMMBA : Communication, Bachelor of Arts**

Last approved: 10/04/24 10:10 am

Last edit: 02/07/25 2:10 pm

Changes proposed by: nrgreen

Catalog Pages Using this Program

- [Communication B.A.](#)
- [Communication \(COMM\)](#)

Submitter: nrgreen gdaughter Phone: 575-3429 575-3046

Program Status: Active

Academic Level: Undergraduate

Type of proposal: Major/Field of Study

Select a reason for this modification

Making Minor Changes to an Existing Certificate, Degree or Program (including 15 or fewer hours, admission/graduation requirements, Focused Studies or Tracks)

Are you adding a concentration?
No

Are you adding or modifying a track?
No

Are you adding or modifying a focused study?
No

Effective Catalog Year: Fall 2025

College/School Code: Fulbright College of Arts and Sciences (ARSC)

Department Code: Department of Communication (COMM)

In Workflow

1. ARSC Dean Initial
2. Director of Curriculum Review and Program Assessment
3. Registrar Initial
4. Institutional Research
5. COMM Chair
6. ARSC Curriculum Committee
7. ARSC Dean
8. Global Campus
9. Provost Review
10. Undergraduate Council
11. Faculty Senate
12. Provost Final
13. Registrar Final
14. Catalog Editor Final

Approval Path

1. 02/07/25 2:29 pm
Christopher Schulte (cschulte):
Approved for ARSC Dean Initial
2. 02/08/25 9:40 am
Lisa Kulczak (lkulcza): Approved for Director of Curriculum Review and Program Assessment
3. 02/10/25 1:27 pm
Gina Daugherty (gdaughter):

Program Code COMMBA
Degree Bachelor of Arts
CIP Code

Approved for
Registrar Initial
4. 02/10/25 1:28 pm
Doug Miles
(dmiles): Approved
for Institutional
Research
5. 02/28/25 2:59 pm
Matthew Spialek
(mspialek):
Approved for
COMM Chair
6. 02/28/25 4:12 pm
Nik Rowan
(nrgreen): Approved
for ARSC Curriculum
Committee
7. 02/28/25 5:25 pm
Christopher Schulte
(cschulte):
Approved for ARSC
Dean
8. 03/02/25 1:42 pm
Suzanne Kenner
(skenner): Approved
for Global Campus
9. 03/02/25 7:35 pm
Jim Gigantino
(jgiganti): Approved
for Provost Review

History

1. Aug 15, 2014 by
Leepfrog
Administrator
(clhelp)
2. Apr 1, 2015 by
Charlie Alison
(calison)
3. May 9, 2016 by
trosteck

- 4. May 21, 2019 by Ron Warren (ronw)
- 5. May 23, 2022 by Gina Daugherty (gdaugher)
- 6. Jan 17, 2024 by Gina Daugherty (gdaugher)
- 7. Oct 4, 2024 by Jean Mitchell (jem03)

09.0101 - Speech Communication and Rhetoric.

Program Title

Communication, Bachelor of Arts

Program Delivery

Method

On Campus

Online/Web-based

Is this program interdisciplinary between two or more colleges or schools?

No

Do the proposed changes impact any specific course(s) from another college or school?

No

What are the total 120 hours needed to complete the program?

On-line/Web-based Information

Reason for offering

Web-based Program

Communication plays a vital role in all governmental, business, and media organizations, and that tomorrow’s communication specialists need to be educated in communication strategies across multiple message platforms, including interpersonal, organizational, intercultural, cultural, and mediated venues.

The Department of Communication at the University of Arkansas, Fayetteville, is recognized as an outstanding program by professionals from peer institutions in numerous polls. Moreover, the program is unique in its blending of personal, group, and societal contexts and three interest areas of rhetoric and public communication, Interpersonal, small group, and organizational communication, and mass

communication. No other institution makes this approach available to Arkansas citizens.

While every course necessary to earn a Bachelor’s Degree in Communication is already available online, we intend to continue to develop additional offerings online. Furthermore, any seats not taken by off-campus students will continue to be filled by on-campus students.

Students targeted by the program likely have limited schedules and appreciate the flexibility of online coursework to complete their degree. Of our existing students in the program or interested in the program, many have taken or plan to take the online courses we currently have available in order to better fit their work and personal schedules.

Maximum Class Size 65
for Web-based
Courses

Course delivery
mode

Method(s)
Online

Class interaction
mode

Method(s):
Other

Specify Other
Interaction Methods

All courses interact through the Blackboard learning platform.

Percent Online

100% with No Required Campus Component

Provide a List of
Services Supplied by
Consortia Partners or
Outsourced
Organization

No services are outsourced or supplied by consortia partners

Estimate Costs of the Program over the First 3 Years One position, funded by Global Campus, beginning Spring 2016 ending May 2017, at amount of \$25,000/semester;

all other costs in
existing budget

List Courses Taught
by Adjunct Faculty

COMM 1313 - Public Speaking (ACTS Equivalency = SPCH 1003)

Upload
Memorandum of
Understanding Forms
(if required)

Program Requirements and Description

Requirements

~~University and College Requirements for a Major in Communication: University of Arkansas~~ In addition to the university/state core requirements and the Fulbright College of Arts and Sciences Graduation Requirements for a Bachelor of Arts in Communication

The following credit hour requirements (see under ~~College Academic Regulations and Degree Completion Policy~~); ~~the following course requirements~~ must be met (see Degree Completion Program Policy for additional information).
~~met:~~

State minimum core requirements may vary by individual, based on placement and previous course credit earned. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor. Bolded courses from the course list below may be applied to portions of the State Minimum Core requirements. ~~University/state minimum core requirements:~~

University/State Core Requirements	35
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<u>State Minimum Core Requirements</u>	<u>35</u>
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Select one of the following:	3
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MATH 20503	Finite Mathematics
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MATH 21003	Principles of Statistics (ACTS Equivalency = MATH 2103) *
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MATH 21803	Mathematical Reasoning in a Quantitative World *
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Any other 20000-level MATH courses

*These courses are highly recommended.

World Language Requirement: 3-6

36 hours – Communication courses:

Completion of a world language course at the 20103 Intermediate I level or higher (preferred option).¹

Take 6 credit hours of world culture courses from a single culture or world region from the approved catalog of studies in the African and African-American studies major, Asian studies major, Gender Studies Minor, Indigenous studies minor, Jewish Studies Minor, Latin American and Latino studies major, Middle East studies major, Medieval and Renaissance Studies minor, or Southern Studies Minor. Alternatively, students may take 6 credit hours of Classical Studies (CLST) courses.

Communication courses (37 credit hours)

*Two required courses (completed with a grade of C or higher): 6

SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) *

COMM 23303 Introduction to Communication Research *

*At least two of the following introductory courses (completed with a grade of C or higher): 6

COMM 10003 **Basic Course in the Arts: Film Lecture**

COMM 23203 Interpersonal Communication

COMM 23403 Introduction to Small-Group Communication

COMM 23503 Argumentation and Advocacy

COMM 28103 Introduction to Mediated Communication

3 hours of communication elective (numbered 2000 or higher) 3

3000 or 4000-level COMM electives^{1,2} 21

40 hours – Electives

Advanced Electives 19

Communication (COMM) Electives 24

3 credit hours of communication (COMM) electives numbered 20000 level or higher)

21 credit hours of communication (COMM) electives numbered 30000 level or higher

Capstone 1

COMM 49801 Communication Capstone

<u>Any UA-Fayetteville credit hours numbered at the 30000-level or higher (number of hours depend on choices in major)</u>	<u>0-8</u>
<u>Any credit hours numbered at the 30000-level or higher, or any 20000-level credit hours that have a course prerequisite (number of hours depend on choices in major)</u>	<u>0-4</u>
General Electives	27-42
Total Hours	120

¹
This is usually accomplished through the completion of 9 credit hours of world language courses: Elementary I (10103), Elementary II (10203), and Intermediate I (20103). Prerequisite may vary by language.

Communication courses that may satisfy the college or University Core requirements will not count toward the communication electives. To graduate, students must have a cumulative grade-point average of 2.00 or above within the major.

~~¹ Meets 40-hour advanced credit hour requirement. See College Academic Requirements.²
² Meets 24-hour rule (24 hours of 3000-4000 level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations.~~

8-Semester Plan

Communication B.A. Eight-Semester Degree Plan for a Bachelor of Arts Communication Program

Students enrolling in the ~~wishing to follow the~~ eight-semester degree plan should review the ~~see the~~ Eight-Semester Degree Completion Policy ~~in the Academic Regulations chapter for university requirements of the program:~~

State minimum core requirements ~~Core requirement hours~~ may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with a three-hour (or more) general electives ~~elective~~ in consultation with their academic advisor ~~place of a core area:~~

First Year	Units
	Fall Spring
<u>ENGL 10103</u> Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ¹	3
<u>Choose 1 (Satisfies General Education Outcome 2.1):</u> ¹	<u>3</u> =
<u>MATH 11103</u> Quantitative Reasoning (ACTS Equivalency = MATH 1113)	
or <u>MATH 11003</u> College Algebra (ACTS Equivalency = MATH 1103)	
<u>MATH 11003</u> College Algebra (ACTS Equivalency = MATH 1103)	
or any MATH course numbered higher than MATH 11003 ¹	
MATH 20503 Finite Mathematics	
MATH 21803 Mathematical Reasoning in a Quantitative World	
MATH 21003 Principles of Statistics (ACTS Equivalency = MATH 2103)	
<u>COMM 10203</u> Communication in a Diverse World (Satisfies General Education Outcomes 4.1) ¹	3
or Social Science State Minimum Core (Satisfies General Education Outcome 3.3)	
<u>COMM 12303</u> Media, Community and Citizenship (Satisfies General Education Outcomes 3.2 and 4.2)	3
or Humanities State Minimum Core to satisfy General Education Outcomes 3.2 and 4.1	
US History university/state core requirement	3 -
<u>World language course Elementary I (10103) or General Elective</u> ¹	<u>3</u> =
<u>ENGL 10203</u> Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.2) ¹	3
Higher level math course:	3
<u>MATH 20503</u> Finite Mathematics	
<u>MATH 21003</u> Principles of Statistics (ACTS Equivalency = MATH 2103)	
COMM 10003 Basic Course in the Arts: Film Lecture (or core Fine Arts course)	- 3
<u>MATH 21803</u> Mathematical Reasoning in a Quantitative World	
<u>Or any MATH 20000+ course</u>	
Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1) ¹	3
<u>SPCH 10003</u> Public Speaking (ACTS Equivalency = SPCH 1003)	3
<u>World language course Elementary II (10203) or world culture course</u>	= <u>3</u>
Year Total:	15 15

Second Year Units

COMM 23303 Introduction to Communication Research	3	
Choose one COMM introductory course:	3	
COMM 10003 Basic Course in the Arts: Film Lecture		
COMM 23203 Interpersonal Communication		
COMM 23403 Introduction to Small-Group Communication		
COMM 23503 Argumentation and Advocacy		
COMM 28103 Introduction to Mediated Communication		
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4)	4	
Social Science State Minimum Core (Satisfies General Education Outcome 5.1)	3	
World language course Intermediate I (20103) or world culture course	3	
COMM 23303 Introduction to Communication Research	-	3
or COMM 23203 Interpersonal Communication		
or COMM 23403 Introduction to Small-Group Communication		
or COMM 23503 Argumentation and Advocacy		
or COMM 28103 Introduction to Mediated Communication		
Choose one COMM introductory course:	3	
COMM 10003 Basic Course in the Arts: Film Lecture		
COMM 23203 Interpersonal Communication		
COMM 23403 Introduction to Small-Group Communication		
COMM 23503 Argumentation and Advocacy		
COMM 28103 Introduction to Mediated Communication		
COMM Elective (20000 or above) ¹	3	
Social Science State Minimum Core	3	
Science State Minimum Core with corequisite lab	4	
General Elective or U.S. History or Government State Minimum Core (Satisfies General Education Outcome 4.2)	=	<u>3</u>
Year Total:	16	16
Third Year		Units
		Fall/Spring
30000 or 40000-level COMM elective^{1,2}	3	-
30000 or 40000-level COMM elective^{1,2}	3	-
Advanced Level Elective¹	3	-
COMM 20000+	<u>3</u>	=
COMM 30000+	<u>3</u>	=
Any UA-Fayetteville credit hours numbered at the 30000-level or higher (if needed)	<u>3</u>	=
General Elective	6	
30000 or 40000-level COMM elective^{1,2}	-	3
30000 or 40000-level COMM elective^{1,2}	-	3
Advanced Level Elective¹	-	3
COMM 30000+	=	<u>3</u>
COMM 30000+		3

<u>COMM 30000+</u>	=	<u>3</u>
<u>Any UA-Fayetteville credit hours numbered at the 30000-level or higher (if needed)</u>	=	<u>3</u>
General Electives		6
Year Total:		15 15

Fourth Year	Units	
	Fall	Spring
30000 or 40000-level COMM elective^{1,2}	3	-
30000 or 40000-level COMM elective^{1,2}	3	-
30000 or 40000-level elective¹	3	-
Advanced Level Elective¹	3	-
Advanced Level Elective (as needed)¹	3	-
<u>COMM 49801 Communication Capstone (Satisfies General Education Outcome 6.1)</u>	<u>1</u>	=
<u>COMM 30000+</u>	<u>3</u>	=
<u>COMM 30000+</u>	<u>3</u>	=
<u>Any UA-Fayetteville credit hours numbered at the 30000-level or higher (if needed)</u>	<u>2</u>	=
<u>General Electives¹</u>	<u>6</u>	=
30000 or 40000-level COMM elective^{1,2}	-	3
30000 or 40000-level COMM elective or General Elective^{1,2}	-	3
30000 or 40000-level Fulbright College elective^{1,2}	-	3
Advanced Level Elective (as needed) or General Elective¹	-	3
General Elective	-	1
<u>COMM 30000+</u>	=	<u>3</u>
<u>COMM 30000+</u>	=	<u>3</u>
<u>Any credit hours numbered at the 30000-level or higher, or any 20000-level credit hours that have a course prerequisite (if needed)</u>	=	<u>4</u>
<u>General Electives (as needed to reach 120)</u>	=	<u>3</u>
Year Total:		15 13

Total Units in Sequence: 120

¹ Students must complete the [State Minimum Core](#) and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the [General Education Requirements](#). Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.

² ~~Meets 24-hour rule (24 hours of 3000-4000-level courses in Fulbright College), in addition to meeting the 40-hour rule. See College Academic Regulations.~~

Are Similar Programs available in the area?

Yes

List institutions in Arkansas offering similar programs

Arizona State University (online) Boston University (online) Franklin University (online) Grand Canyon University (online) Kaplan University (online) Liberty University (online) Missouri State University (online) Regis University (online) University of Phoenix (online) Walden University (online) Webster University (online)

Why is the Program needed if offered at other institutions?

The program in Communication at UAF is nationally recognized for its quality and distinguished faculty, and for its unique multi-perspectival approach to communication messages, management, and forms that is unavailable in any out-of-state program. Since every course required to earn the Bachelor of Arts in Communication is already available online; large development costs are necessary. The department plans to continue to add additional courses online. Currently, the University system estimates that over 14,000 Arkansas citizens enroll in out-of-state online colleges. This Program is needed to offer an Arkansas alternative for the number of Arkansans unable to matriculate on a college campus or participate in costly out-of-state solutions. The degree in Communication will offer a high quality program (the same as available to on-campus students and using the same instructors), affordable tuition (compared to out-of-state institutions), and a relevant degree program. It will help keep tuition dollars in state and to grow the economy.

Estimated Student Demand for Program 35 initially

Scheduled Program Review Date 2025-26 NA

Program Goals and Objectives

Program Goals and Objectives

The Department’s goal is to familiarize students with the breadth of the communication discipline and the applicability of communication across a variety of settings. To this end, we ask students in our classes to (1) develop basic communication skills, (2) understand the theory and research methods of our discipline, and (3) apply their knowledge and skills to historical and contemporary settings.

Learning Outcomes

Learning Outcomes

- (1) To develop basic communication (speaking and writing) skills;
- (2) To familiarize students with the breadth of the communication discipline; and

Learning Outcomes

(3) To demonstrate the applicability of communication across a variety of settings.

Description and justification of the request

Description of specific change	Justification for this change
<p>1. Adding a new required Communication course (COMM 49801), making the total number of COMM courses required in the major 37 hours (used to be 36).</p> <p>2. Updating world culture requirement to pull from related area studies programs, expanding the number of options available.</p>	<p>1. This new course will meet GELO 6.1</p> <p>2. ARSC dean's office has asked that all departments ensure that lists like these refer to a finite list of catalog classes (rather than what has been done in the past where the list of classes is housed outside of the catalog)</p>

Upload attachments

Reviewer Comments