

# COMMUNICATION STUDIES



## Bachelor of Arts in Communication Studies

The Bachelor of Arts in Communication Studies focuses on the construction, delivery, and interpretation of messages, and the way they impact corporate, interpersonal, medical, mediated and public contexts. Students will learn how to understand communication problems, create effective messages, build satisfying relationships, and produce balanced teams.

## About the Program

The Bachelor of Arts in Communication Studies is a 120-credit-hour program and will allow students to gain a thorough grounding in the theories, skills, and aesthetics of communication. Students will learn how to be effective communicators in a variety of contexts and will be equipped to become inquisitive, probing, and reflective professionals and citizens. The degree offers a broad foundation in theory and practice, with technological application in support of its courses. In addition to the core curriculum and the major requirements, the degree includes coursework in adjacent academic disciplines, such as writing and the social sciences.

Graduates who earn a BA in Communication Studies, will:

- Use theories, principles, and concepts to analyze communication interactions.
- Explain the elements common to all communication contexts.
- Discuss the impact of communication in the real-world context.
- Access, interpret, and conduct research in communication studies.
- Evaluate, prepare and deliver effective oral messages using technology.

Note: Students must select one of the following three concentrations in order to complete a BA in Communication Studies: Corporate, Health & Relational, and Media & Public.

## Getting Started

1. **Apply for Admissions**  
[applytexas.org](http://applytexas.org)
2. **Apply for Financial Aid**  
[fafsa.ed.gov](http://fafsa.ed.gov)
3. **Fulfill Testing Requirements**  
[uhd.edu/testing](http://uhd.edu/testing)
4. **Get Advised and Register**  
[uhd.edu/academics/advising](http://uhd.edu/academics/advising)
5. **Pay for Classes**  
[uhd.edu/cashiers](http://uhd.edu/cashiers)
6. **Prepare for Class**

For more information, visit:  
[uhd.edu/admissions](http://uhd.edu/admissions)

## Median Salary

According to the U.S. Department of Labor Bureau of Labor Statistics (BLS), the national average salary of Public Relations Specialist is **\$58,020**; Advertising Sales is **\$50,380**; Meeting/Convention/Event Planner is **\$47,350** and Human Resources Specialist is **\$59,180**.

## Earn Your Degree

- Downtown
- Northwest

## Contact

University of Houston-Downtown  
713-222-5373  
[uhd.edu/commstudies](http://uhd.edu/commstudies)

Though not mandatory, students who are interested in specializing their program, have the opportunity of adding a minor (minimum of 18 hours) to their degree. These are a few suggested minors: Cultural Studies, Critical Race Studies, Psychology, Sociology, and Religious Studies.

## Affiliated Student Organizations

**Lambda Pi Eta - Pi Mu Chapter** is the UHD chapter of the National Communication Association's official honor society. Members participate in a blend of academic, social and community service activities, present research papers, and attend scholarly presentations.

**Center for Public Deliberation (CPD)** designs and implements community dialogues, with the purpose of building stronger relationships. Students who are interested in gaining crucial leadership skills necessary for the workplace by participating as a Student Associate in CPD, must complete the COMM 3318 "Facilitating Public Deliberation" course.



## Career Options

Many organizations depend on effective communication skills, which can be used to create persuasive messages, manage effective teams, and build business and personal relationships.

A Bachelor of Arts in Communication Studies prepares graduates for a variety of careers:

