

# Communication

Effective communication is vital to the success of any organization. The Department of Communication empowers students to creatively manage professional communication challenges. Graduates learn to speak effectively, write clearly, communicate persuasively, solve problems, lead, and practice professional ethics. The program for majors in the Department of Communication consists of 39 credit hours.

Department students have been recognized in a resolution by the State of Florida House of Representatives, won the State Advertising Championship seven times, won more than 100 ADDY Awards for Creative Excellence, won a National Forensic Association Championship, received numerous accolades from the Southeast Journalism Conference, and been recognized with the Florida Public Relations Association's Golden Image Award multiple times. The Department of Communication provides students opportunities to extend their classroom education with hands-on skill-building through internships and involvement with The Voyager, UWF Forensics, and a multitude of community engagement opportunities.

## Program Requirements

Students who are majors in the Department of Communication must complete the Department of Communication core. The 12-hour core consists of the following courses:

SPC 2608	Public Speaking <sup>+</sup>	3
COM 2713	Introduction to the Communication Professions <sup>+</sup>	3
COM 2203	Communication Dynamics <sup>+</sup>	3
COM 4301	Applied Communication Research <sup>+</sup>	3
<b>Total Hours</b>		<b>12</b>

<sup>+</sup> Courses included in the major GPA

A maximum of 12 sh of lower division course work in the Department of Communication may be applied to degree requirements. No grade below a C minus in a Department of Communication course may be applied toward graduation.

A minimum grade of "C" is required for SPC 2608 Public Speaking and COM 2713 Introduction to the Communication Professions.

Internships for a maximum of 3 sh are available in a variety of settings.

Students must take 18 hours of lower-division courses outside their major beyond the 36 sh of General Education requirements. Students must complete sufficient 1000/2000 level electives to satisfy at least 60 sh in the lower division. Current UWF students may use elective courses at any level (1000-4999) to meet this elective requirement.

Students must complete a minor or its 15 sh equivalent in a field related to the student's career objectives and additional approved 3000/4000 level electives outside the Department of Communication. Students must complete sufficient 3000/4000 level electives to meet UWF's requirement of 48 semester hours in the upper division.

The department offers three minors for students from other disciplines in which communication plays a vital role. The minor in Communication consists of 15 sh of Department of Communication courses.

The minor in Leadership Communication promotes leadership communication competencies, self-confidence, ethical character, and service to others. The program involves hands-on learning activities

that empower students to apply and to develop leadership skills in a range of university, community, and professional environments.

The minor in Strategic Communication for the Sciences promotes competencies in developing communication strategies, tactics and messaging of scientific knowledge for general audiences. Scientific illiteracy is a significant problem amongst the American public which may lead to increased politicization of scientific issues, misuse or misinterpretation of data, and poor or inaccurate media coverage.

## General Education

In addition to the General Education requirements listed on this page, students must satisfy all additional University requirements, including the Gordon Rule, multicultural, and foreign language requirements. With appropriate planning and coordination with an academic advisor, students may satisfy some of the general University requirements through the General Education curriculum. For a complete listing of general degree requirements, refer to the "[University Requirements](#)" section of this catalog.

## General Education Curriculum: Communication

ENC 1101	English Composition I	3
ENC 1102	English Composition II	3

## Mathematics

Choose one course from Group A and one Additional course from either Group A or Group B

### Group A

MAC 1105	College Algebra	
MAC 1105C	College Algebra with Lab	
MAC 2311	Analytic Geometry and Calculus I	
MGF 1106	Mathematics for Liberal Arts I	
MGF 1107	Mathematics for Liberal Arts II	
STA 2023	Elements of Statistics	

### Group B

MAC 1114	Trigonometry	
MAC 1140	Precalculus Algebra	
MAC 1147	Precalculus with Trigonometry	
MAC 2233	Calculus with Business Applications	
MAC 2312	Analytic Geometry and Calculus II	
STA 2360	Introduction to Data Science	

## Social Sciences

Choose one course from Group A and one additional course from either Group A or Group B

### Group A

AMH 2020	United States since 1877	
ANT 2000	Introduction to Anthropology	
ECO 2013	Principles of Economics Macro	
POS 2041	American Politics	
PSY 2012	General Psychology	
SYG 2000	Introduction to Sociology	

### Group B

AMH 2010	United States to 1877	
ANT 2100	Introduction to Archaeology	
ANT 2400	Current Cultural Issues	

CCJ 2002	Survey of Crime and Justice
COM 2023	Death and Communication
CPO 2002	Comparative Politics
DEP 2004	Human Development Across the Lifespan
EUH 1000	Western Perspectives I
EUH 1001	Western Perspectives II
FIN 2104	Personal Financial Planning
GEA 2000	Nations and Regions of the World
GEB 1011	Introduction to Business
HIS 2050	Explore! History
IDH 1041	Honors Core 2
INR 2002	International Politics
MMC 2000	Principles of Mass Communication
PLA 2013	Survey of American Law
SOW 2192	Understanding Relationships in the 21st Century
SPM 2010	Sport in Global Society
SYG 2010	Current Social Problems

## Humanities

Choose one course from Group A and one additional course from either Group A or Group B 6

### Group A

ARH 1000	Art Appreciation
LIT 2000	Introduction to Literature
MUL 2010	Music Appreciation
PHI 2010	Introduction to Philosophy
THE 2000	Theatre Appreciation

### Group B

AML 2010	American Literature I
AML 2020	American Literature II
AML 2072	Sex, Money, and Power in American Literature
ARH 2050	Western Survey I: Prehistory to the Medieval Period
ARH 2051	Western Survey II: Renaissance to Contemporary
ART 1015C	Exploring Artistic Vision
ART 2821	The Self, Creativity, Your Career and Visual Culture
CRW 2001	Introduction to Creative Writing
ENL 2010	History of English Literature I
ENL 2020	History of English Literature II
IDH 1040	Honors Core 1
LIT 2030	Introduction to Poetry
MUH 2930	The Music Experience: Special Topics
PHI 2103	Critical Thinking
PHI 2603	Ethics in Contemporary Society
REL 1300	World Religions
SPC 2608	Basic Communication Skills
THE 2300	Survey of Dramatic Literature

## Natural Sciences

Choose one course from Group A and one additional course from either Group A or Group B 6

### Group A

AST 1002	Descriptive Astronomy
BSC 1005	General Biology for Non-Majors *
BSC 1085	Anatomy and Physiology I *
BSC 2010	Biology I
CHM 1020	Concepts in Chemistry *
CHM 2045	General Chemistry I *
ESC 2000	Introduction to Earth Science *
EVR 2001	Introduction to Environmental Science
PHY 1020	Conceptual Physics
PHY 2048	Calculus-Based Physics I **, **
PHY 2048C	Calculus-Based Physics I Studio ***
PHY 2053	Algebra-Based Physics I **, **

### Group B

ANT 2511	Biological Anthropology *
AST 2037	Life in the Universe
BOT 2010	General Botany
BSC 1050	Fundamentals of Ecology
BSC 1086	Anatomy and Physiology II *
BSC 2011	Biology II
BSC 2311	Introduction to Oceanography and Marine Biology *
CGS 2020	Introduction to Machine Learning
CHM 2046	General Chemistry II *
CIS 2530	Introduction to Cybersecurity
GLY 2010	Physical Geology *
MCB 1000	Fundamentals of Microbiology *
PHC 2082	Informatics and Your Health
PHY 2049	Calculus-Based Physics II **, **
PHY 2054	Algebra-Based Physics II **, **

\* May be taken with or without lab.

\*\* Algebra-Based Physics is usually recommended for non-science majors, while Calculus-Based Physics is recommended for science majors

\*\*\* Although students receive 5 semester hours credit for PHY 2048C, an additional 3 semester science course will be needed to meet General Education requirements.

## General Education Electives

Choose an additional course from two of the three areas of Humanities, Social Sciences, and Natural Sciences

Students should take SPC 2608 Basic Communication Skills to meet the humanities component and MMC 2000 Principles of Mass Communication to meet the social sciences component.

## Multicultural Requirement

### Multicultural Courses

An important component of a liberal education is the study of cultures other than one's own. As such, multiculturalism encompasses the appreciation of the values, expressions, and modes of organization of diverse cultural communities. To further such study, the University

of West Florida requires all students pursuing a bachelor's degree to complete at least one course that explores one or more of the dimensions of another culture (language, religion, socio-economic structures, etc.). Students are exempt from this requirement if they have completed an A.A. degree, the general education program at a Florida public institution, or a baccalaureate degree.

The requirement is satisfied by the successful completion of a multicultural course designated on the following list. Several of the selections are General Education courses, and students may enroll in these to meet both the General Education and the multicultural requirements.

*\*\*Passed by UWF Faculty Senate on 11/08/2002*

This list is continually updated and students are encouraged to check with their advisors for alternative options.

AML 2010	American Literature I	3	EUH 1000	Western Perspectives I	3
AML 2020	American Literature II	3	EUH 1001	Western Perspectives II	3
AML 3604	African American Literature	3	EUH 3203	Modern Europe	3
AML 3624	Black Women Writers	3	EUH 3334	Emperors, Sultans, Dictators, and Democrats: The Balkans	3
AML 4015	Topics in Nineteenth-Century American Literature	3	EUH 3411	Rome and the Mediterranean World	3
AML 4640	Topics in Native American Literature	3	EUH 3576	Soviet Union since 1917	3
ANT 1001	Anthropology as a Profession	1	EUH 4563	The Other Germany: The Lands of the Austrian Monarchy, 1526-1918	3
ANT 2000	Introduction to Anthropology	3	FRE 4955	Supervised Foreign Language Field Experience Abroad	1-3
ANT 2301	Human Sexuality and Culture	3	GEA 2000	Nations and Regions of the World	3
ANT 3212	Peoples and Cultures of the World	3	GEB 4361	International Business	3
ANT 3312	North American Indians	3	GEO 3421	Cultural Geography	3
ANT 3363	Japanese Culture	3	GEO 3471	Geography of World Affairs	3
ANT 3403	Cultural Ecology	3	HIS 2050	Explore! History	3
ANT 4006	Anthropology of Human Rights	3	HIS 4262	Rise and Fall of the Portuguese Empire	3
ANT 4025	Ritual Use of Human Remains	3	IDH 1040	Honors Core 1	3
ANT 4516	Modern Human Physical Variation	3	IDH 1041	Honors Core 2	3
ARH 1000	Art Appreciation	3	INR 2002	International Politics	3
ARH 2050	Western Survey I: Prehistory to the Medieval Period	3	LAH 4135	Spanish Conquest of the Americas	3
ARH 2051	Western Survey II: Renaissance to Contemporary	3	LAH 4131	'Atlantic Indians': How Indigenous and African Peoples Shaped Europe & the Americas	3
ARH 3590	Non-Western Art	3	LAH 4451	Greater Mexico: Central America from Conquest to the 20th Century	3
ARH 3607	Native American Art	3	LAH 4728	Gender and Sexuality in Latin America from Colonization to Today	3
ARH 4302	Late Renaissance Art in Italy	3	LIT 2000	Introduction to Literature	3
ARH 4412	The Age of Revolution to Romanticism in Europe: 1750-1850	3	LIT 2030	Introduction to Poetry	3
ARH 4450	Modern Art: 1850-1980	3	LIT 3233	Postcolonial Literature	3
ARH 4470	Contemporary Art	3	LIT 4036	Topics in Poetry and Poetics	3
ARH 4563	Art of Japan	3	LIT 4385	Feminist Theory	3
CCJ 3678	Race, Gender, Ethnicity, and Crime	3	MAN 4102	Management of Diversity	3
COM 3014	Gender Communication	3	MAR 4156	Seminar in International Marketing	3
COM 3461	Intercultural Communication	3	MMC 3743	Communicating Fear: Horror Films and Popular Culture	3
COM 4242	Communication and Christianity	3	MMC 3745	Communicating Fear Abroad: International Horror Films & Popular Culture	3
CPO 2002	Comparative Politics	3	MUH 2930	The Music Experience: Special Topics	3
CPO 4792	Geopolitics	3	MUL 2010	Music Appreciation	3
CRW 2001	Introduction to Creative Writing	3	NUR 4615	Community and Public Health Nursing	3
EDF 2085	Teaching Diverse Populations	3	NUR 4636	Population-based Public Health Nursing	3
ENG 4013	Introduction to Literary Theory	3	PHI 3790	African Philosophy	3
ENL 2020	History of English Literature II	3	PUR 3404	International Public Relations	3
			PSY 3860	Positive Psychology	3
			SOP 3730	Psychology, Culture, and Society	3
			SOW 4233	Human Diversity and Social Justice	3
			SPN 3400	Advanced Stylistics	3
			SPN 4520	Latin American Culture and Civilization	3
			SYO 4421	Sociology of Health, Illness and Health Care	3
			SYO 4530	Inequality in America	3

## Civic Literacy Requirement

The 2017 Florida Legislature amended [Section 1007.25, Florida Statutes](#), to require students **initially entering a State University System (SUS) and/or Florida College System (FCS) institution in 2018-2019** and thereafter to demonstrate competency in civic literacy.

The 2021 Legislature further amended Florida Statutes, requiring students to complete both a civic literacy course and exam. As a result, there are three cohorts of students currently matriculating at Florida public institutions subject to varying requirements. As demonstrated in the table below, the exact civic literacy requirements are based on the academic term in which a student first enrolled in a Florida public institution.

Students Included in Cohort	Civic Literacy Competency Requirement
Cohort 1: Students first entering the SUS or FCS prior to fall 2018	None
Cohort 2: Students first entering the SUS or FCS in fall 2018 – summer A 2021	Complete a course <b>or</b> exam
Cohort 3: Students first entering the SUS or FCS in summer B 2021 (on or after July 1, 2021) and thereafter	Complete both a course <b>and</b> exam

Additionally, the 2021 Legislature made two additional exceptions: approving the use of accelerated mechanisms for meeting the course competency requirement and exempting high school students who pass the Florida Civic Literacy Exam in high school from the postsecondary exam requirement. These two changes are in effect for Cohort 3.

There are multiple ways to satisfy this requirement. Students should work with their academic advisor to determine which option is best for their degree requirements/degree plan.

Additional information can be found on our [Civic Literacy](#) website.

\*[BOG 8.006](#); [s.1007.25\(4.a-b\)](#)

## Common Prerequisites

State-mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. See the [Common Prerequisite Manual](#) for course substitutions from Florida colleges and universities.

1000/2000 level courses outside major and beyond the 36 sh of General Education requirements	18
<b>Total Hours</b>	<b>18</b>

## Lower Division Electives

Students must complete sufficient 1000/2000 level electives to satisfy at least 60 sh in the lower division. Current UWF students may use elective courses at any level (1000-4999) to meet this elective requirement.

<b>Total Hours</b>	<b>6</b>
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It is recommended that these courses be taken at the lower division because they are required for the degree.

All students must complete the Department of Communication core, consisting of 12 credit hours.

## Communication Capstone Courses:

In addition to the core, the Communication major consists of 24 hours of Department of Communication courses (ADV, COM, FIL, JOU, MMC, PUR, RTV, SPC).<sup>+</sup>

Communication Capstone Courses	3
ADV 4802 Advertising Campaigns <sup>+</sup>	
COM 4103 Leadership Communication <sup>+</sup>	
FIL 4514 Film Production III <sup>+</sup>	
JOU 3940 Practicum: Voyager Multimedia News <sup>+</sup>	
PUR 4801 Public Relations Campaigns <sup>+</sup>	
RTV 3942 Practicum: Television News <sup>+</sup>	

<b>Total Hours</b>	<b>27</b>
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<sup>+</sup> Courses included in the Major GPA

## Major-Related

Students must complete a minor or its 15 sh equivalent in a field related to the student's career objectives and additional approved 3000/4000 level electives outside communication.

<b>Total Hours</b>	<b>15</b>
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## Upper Division Electives

Student must complete sufficient 3000/4000 level electives to meet UWF's requirement of 48 semester hours in the upper division or complete all departmental requirements at the 3000/4000 level, whichever is greater.

<b>Total Hours</b>	<b>6</b>
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The Department of Communication offers a Minor in Communication for students from other disciplines in which communication plays a vital role. The minor consists of at least 15 sh of Department of Communication courses. Department of Communication students may not earn this minor.

## General Communication

The department offers a Minor in Communication for students from other disciplines in which communication plays a vital role. The minor consists of at least 15 sh of communication courses. Communication majors may not earn this minor.

To fulfill the requirements for the minor, a student must complete 15 sh of the required courses in a program of study (advertising, journalism, communication, public relations, telecommunication and film).

<b>Total Hours</b>	<b>15</b>
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## Leadership Communication

The Leadership Communication program promotes leadership communication competencies, self-confidence, ethical character, and service to others. The program involves hands-on learning activities that empower students to apply and to develop leadership skills in a range of university, community, and professional environments. Communication majors may not earn this minor.

Choose one of the following:

SPC 3605 Great Speeches in American History	
COM 4103 Leadership Communication	

SPC 4540	Propaganda and Persuasion	
Choose three of the following:		9
COM 4120	Organizational Communication	
COM 3014	Gender Communication	
COM 4022	Health Communication	
SPC 3301	Interpersonal Communication	
If not taken at the lower division:		0-3
SPC 2608	Public Speaking	
<b>Total Hours</b>		<b>12-15</b>

## Strategic Communication for the Sciences

The minor in Strategic Communication for the Sciences promotes competencies in developing communication strategies, tactics and messaging of scientific knowledge for general audiences. Scientific illiteracy is a significant problem amongst the American public which may lead to increased politicization of scientific issues, misuse or misinterpretation of data, and poor or inaccurate media coverage. This minor provides future professionals in the sciences and/or professional communication fields with the skills and knowledge to become effective advocates for the sciences. A C- or greater must be earned in all required courses in the minor.

COM 2713	Introduction to the Communication Professions	3
JOU 3101	Digital and Multimedia Journalism	3
	or SPC 2608 Public Speaking	
	or COM 3003 Integrated Advertising & Public Relations Concepts	
Select two 4SH Science Courses With Lab at the 3000 / 4000 level from the following list of prefixes:		8
BCH, BOT, BSC, CHM, ESC, EVR, EVS, GEA, GEO, GIS, GLY, MCB, OCB, OCC, OCE, OCG, OCP, PCB, PHY, PHZ, ZOO		
<small>3000 and 4000 level science courses generally require additional prerequisites which students should consider when fulfilling general education science requirements</small>		
COM 4250	Strategic Communication for the Sciences	3
<b>Total Hours</b>		<b>17</b>

## Social Media Communication Certificate

The goal of this certificate is to prepare students for the digitally converged communication industry. This certificate allows communication students to add credentials as they pursue their degree. The Social Media Communication Certificate encompasses courses that train students in key skillset areas including public relations, advertising, writing, branding, and the basics of social media.

COM 3003	Integrated Advertising & Public Relations Concepts	3
COM 3471	Fundamentals of Social Media Communication	3
COM 4561	Social Media Content Development	3
COM 4564	Social Media Management	3
<b>Total Hours</b>		<b>12</b>