

Communication Department

Faculty

Department Chair: Mr. McCray

Department Faculty: Dr. Johnson; Mr. McCray; Mrs. Trigg

Department Adjunct Faculty: Mrs. Mitchell

The Communication Department offers three majors: Communication (BA), Communication with a Specialization in Mass Media (BA), and Organizational Communication (BA).

Communication (BA)

First awarded in 2012

Mr. McCray, Program Coordinator

Aims of Communication

Courses in communication are designed to create an appreciation for communication theory and practice, to develop communication skills and techniques, and to promote best practices. Courses prepare students for professional life and post-graduate education. The Department's goal is to create a learning environment which promotes effective written, oral and visual, communication skills, integrity, and critical thinking.

Entrance Requirements

The following minimum requirements will need to be accomplished for successful admission to the Communication BA program:

- Completion of the general education requirements – Minimum GPA 2.00
- Students must finish COM 2000 with a C or higher to be accepted into the program.
- Selection and assigning of a Communication program academic advisor

Total Semester Hours

Students planning for the Bachelor of Arts in Communication must complete a total of 120 semester hours of accredited college work. At least 50 credit hours must be completed at the 3000-4000 level, including the major, minor, Bible, and elective courses.

General Education Requirements

Communication majors must complete the 36-hour general education core, including two semesters of a foreign language (or test out of the beginning semester) and two (2) physical education classes. PSY 1012 and SYG 2411 are recommended to fulfill the behavioral science requirements, and at least one of the survey of literature courses, (AML 2010, AML 2020, ENL 2010, or ENL 2020) are recommended to fulfill the Humanities requirement.

Requirements for the Minor

Students pursuing a major in Communication must also complete a minor in an approved area, such as Behavioral Science, Biblical Languages, Biblical Literature, Christian Apologetics, Church History/Religious Thought, Business Administration, Education, English, History, Humanities, Marketing, Mass Media, or Music.

Quality of Work

A minimum GPA of 2.5 in all Communication courses and a minimum GPA of 2.25 overall. Students must earn a grade of C or better in all required and elective courses in the major as well as their prerequisites.

Residency

Students must complete 36 hours of their upper-level work at Florida College to receive the Bachelor of Arts degree in Communication. The Capstone course must be completed at Florida College.

Graduation Ceremony

Candidates must participate in graduation exercises in the year of completing their other requirements. Any exception must be cleared through the Provost.

Requirements for the Major in Communication

Prerequisites: All are required (6 hours)

- COM 2000 Introduction to Communication
- SPC 1608 Public Speaking

Communication Core: Majors must complete the following (21 hours)

- COM 3160 Writing for the Communication Professions
- COM 3302 Introduction to Research in Communication
- COM 3945 Communication Internship
- MMC 3602 Mass Communication and Society
- SPC 3301 Interpersonal Communication
- SPC 3602 Advanced Public Speaking
- SPC 4958 Senior Seminar in Communication (Capstone)

Communication Electives: Majors must complete 15 hours of the following upper-level courses:

- COM 3120 Organizational Communication
- CRW 3013 Introduction to Creative Writing
- ENG 3014 Introduction to Literary Studies
- ENG 3063 Advanced Grammar
- ENG 3120 History and Literacy of the Cinema
- MMC 3104 Writing and Editing for Media
- ORI 3130 Oral Interpretation
- PUR 3000 Public Relations
- SPC 3311 Social Media for Professionals
- SPC 3360 Interviewing
- SPC 3425 Small Group Communication
- SPC 3513 Argumentation and Debate
- SPC 3621 Great Speeches in American History
- SPC 4540 Persuasion
- SPC 4683 Rhetorical Approaches to Media
- SPC 4710 Intercultural Communication
- TPP 3103 Intermediate Acting

Students may also complete a second internship for elective credit as long as it is different than the first internship.

RECOMMENDED PLAN FOR BA DEGREE IN COMMUNICATION (123 HOURS shown)

Fall – Year One	Hours	Spring – Year One	Hours
ENC 1101 – Freshman Comp I	3	ENC 1102 – Freshman Comp II	3
Behavioral/Social Science	3	Behavioral/Social Science	3
Math	3	Math	3
SPC 1608 – Public Speaking	3	REL 1240 – Hist. & Geog.: NT	2
REL 1210 – Hist. & Geog.: OT	2	TR Daily Bible	1
TR Daily Bible	1	COM 2000 – Intro to Comm	3
		PE Course	1
Total	15	Total	16
Fall – Year Two	Hours	Spring – Year Two	Hours
Foreign Language	3	Foreign Language	3
Humanities	3	Behavioral/Social Science	3
PE Course	1	LIT 2371 – OT Poetry	3
MWF Daily Bible	2	TR Daily Bible	1
TR Daily Bible	1	SPC 3602 or COM 3160	3
SPC 3602 or COM 3160	3	Minor Elective	3
Minor Elective	3		
Total	16	Total	16
Fall – Year Three (even)	Hours	Spring – Year Three (odd)	Hours
MWF Daily Bible	1	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
MMC 3602 – Mass Communication	3	SPC 3301 – Interpersonal Comm.	3
COM 3302 – Intro to Research	3	UD Communication Elective	3
UD Communication Elective	3	UD Communication Elective	3
Minor Elective	3	Minor Elective	3
Total	15	Total	15
Fall – Year Four (odd)	Hours	Spring – Year Four (even)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
COM 3945 - Internship	3	SPC 4958 – Capstone	3
UD Communication Elective	3	UD Communication Elective	3
UD Communication Elective	3	UD Communication Elective	3
Minor Elective	3	Minor Elective	3
Total	15	Total	15
Fall – Year Three (odd)	Hours	Spring – Year Three (even)	Hours
MWF Daily Bible	1	MWF Daily Bible	1
TR Daily Bible	1	TR Daily Bible	1
COM 3302 – Intro to Research	3	SPC 3301 – Interpersonal Comm	3
UD Communication Elective	3	UD Communication Elective	3
UD Communication Elective	3	UD Communication Elective	3
Minor	3	Minor	3
Elective	1	Elective	1
Total	15	Total	15
Fall – Year Four (even)	Hours	Spring – Year Four (odd)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
MMC 3602 – Mass Communication	3	SPC 4958 – Capstone	3
COM 3945 - Internship	3	UD Communication Elective	3
UD Communication Elective	3	UD Communication Elective	3
Minor Elective	3	Minor Elective	3
Total	15	Total	15

Communication with a Specialization in Mass Media (BA)

First awarded in 2020

Mr. McCray, Program Coordinator

Aims of Communication with a Specialization in Mass Media

Courses in Mass Media are designed to create an appreciation for communication theory and practice, to develop communication skills and techniques, as well as providing specific training in traditional and emerging media to prepare students for work in new media production. Courses are designed to meet the needs of those desiring to enter schools of advanced standing, and to prepare students for work in media management and production.

Entrance Requirements

The following minimum requirements will need to be accomplished for successful admission to the Communication BA program:

- Completion of the general education requirements – Minimum GPA 2.00
- Students must finish CMC 2210 with a C or higher to be accepted into the program.
- Selection and assigning of a Mass Media program academic advisor

Total Semester Hours

Students planning for the Bachelor of Arts in Communication with a Specialization in Mass Media must complete a total of 120 semester hours of accredited college work. At least 50 credit hours must be completed at the 3000-4000 level, including the major and electives.

General Education Requirements

Mass Media Majors must complete the 36-hour general education core, including two semesters of a foreign language, and two (2) hours of physical education classes.

Degree Requirements

In addition to the Communication Core and Elective courses, graduates will complete at least 18 hours in media courses.

Quality of Work

A minimum GPA of 2.5 in all communication courses and 2.25 overall is required. Students must earn a grade of C or better in all required and elective courses in the major as well as their prerequisites.

Residency

Students must complete 36 hours of their upper-level work at Florida College to receive the Bachelor of Arts degree in Communication with a Specialization in Mass Media. The Capstone course must be completed at Florida College.

Graduation Ceremony

Candidates must participate in graduation exercises in the year of completing their other requirements. Any exception must be cleared through the Provost.

Requirements for the Major in Mass Media

Prerequisites: All are required (9 hours)

- CMC 2210 Intro to Audio Production
- COM 2000 Introduction to Communication
- SPC 1608 Public Speaking

Communication Core: Majors must complete all of the following (21 hours)

- COM 3160 Writing for the Communication Professions
- COM 3302 Introduction to Research in Communication
- COM 3945 Communication Internship
- MMC 3602 Mass Communication and Society
- SPC 3301 Interpersonal Communication
- SPC 3602 Advanced Public Speaking
- SPC 4958 Senior Seminar in Communication (Capstone)

Mass Media Core: Majors must complete 18 hours of the following upper-level courses. Courses taken beyond 18 hours will be counted toward required Communication Electives:

- CMC 3215 Advanced Audio Production
- ENG 3120 History and Literacy of the Cinema
- MMC 3104 Writing and Editing for Media
- RTV 3204 Radio and TV Broadcast Production
- RTV 3514 Advanced Video Production
- SPC 3311 Social Media for Professionals
- SPC 4683 Rhetorical Approaches to Media
- VIC 3001 Visual Communication and Production

Communication Electives: Majors must complete 15 hours of the following upper-level courses:

- COM 3120 Organizational Communication
- CRW 3013 Introduction to Creative Writing
- MAR 3023 Principles of Marketing
- MAR 4721 Digital Marketing
- ORI 3130 Oral Interpretation
- PUR 3000 Public Relations
- SPC 3360 Interviewing
- SPC 3425 Small Group Communication
- SPC 3513 Argumentation and Debate
- SPC 3621 Great Speeches in American History
- SPC 4540 Persuasion
- SPC 4710 Intercultural Communication
- SPC 4905 Directed Study in Communication
- TPP 3103 Intermediate Acting

Students may take 3 semesters of RTT 2901L for elective credit.

Students may also complete a second internship for elective credit as long as it is different than the first internship.

**RECOMMENDED PLAN FOR BA DEGREE IN COMMUNICATION WITH SPECIALIZATION IN MASS MEDIA
(121 HOURS shown)**

Fall – Year One	Hours	Spring – Year One	Hours
ENC 1101 – Freshman Comp I	3	ENC 1102 – Freshman Comp II	3
Behavioral/Social Science	3	Behavioral/Social Science	3
Math	3	Math	3
SPC 1608 – Public Speaking	3	COM 2000 – Intro Communication	3
REL 1210 – Hist. & Geog.: OT	2	REL 1240 – Hist. & Geog: NT	2
TR Daily Bible	1	TR Daily Bible	1
PE Course	1	PE Course	1
Total	16	Total	16
Fall – Year Two	Hours	Spring – Year Two	Hours
Foreign Language	3	Foreign Language	3
Humanities	3	LIT 2371 – OT Poetry	3
CMC 2210 – Intro to Audio	3	Behavioral/Social Science	3
MWF Daily Bible	2	TR Daily Bible	1
TR Daily Bible	1	COM 3160 or SPC 3602	3
COM 3160 or SPC 3602	3	UD Communication Elective	3
Total	15	Total	16
Fall – Year Three (even)	Hours	Spring – Year Three (odd)	Hours
MWF Daily Bible	1	MWF Daily Bible	1
TR Daily Bible	1	TR Daily Bible	1
MMC 3602 - Mass Comm & Society	3	SPC 3301 – Interpersonal Comm.	3
COM 3302 – Intro to Research	3	CMC 3215 - Advanced Audio	3
VIC 3001 - Visual Comm & Production	3	Mass Media Elective	3
Mass Media Elective	3	UD Communication Elective	3
RTT 2901L – Digital Production	1	RTT 2901L – Digital Production	1
Total	15	Total	15
Fall – Year Four (odd)	Hours	Spring – Year Four (even)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
COM 3945 - Internship	3	RTV 3514 - Advanced Video Prod	3
RTV 3204 - TV & Radio Broadcast	3	SPC 4958 – Senior Capstone	3
UD Communication Elective	3	UD Communication Elective	3
RTT 2901L – Digital Production	1	UD Communication Elective	3
Total	13	Total	15
Fall – Year Three (odd)	Hours	Spring – Year Three (even)	Hours
MWF Daily Bible	1	MWF Daily Bible	1
TR Daily Bible	1	TR Daily Bible	1
COM 3302 – Intro to Research	3	SPC 3301 – Interpersonal Comm.	3
VIC 3001 - Visual Comm & Production	3	RTV 3514 - Advanced Video	3
Mass Media Elective	3	UD Communication Elective	3
UD Communication Elective	3	Mass Media Elective	3
RTT 2901L – Digital Production	1	RTT 2901L – Digital Production	1
Total	15	Total	15
Fall – Year Four (even)	Hours	Spring – Year Four (odd)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
COM 3945 - Internship	3	CMC 3215 - Advanced Audio	3
MMC 3602 – Mass Communication	3	SPC 4958 – Senior Capstone	3
RTV 3204 - TV & Radio Broadcast	3	UD Communication Elective	3
RTT 2901L – Digital Production	1	UD Communication Elective	3
Total	13	Total	15

Organizational Communication (BA)

First awarded in 2015

Mr. McCray, Program Coordinator

Aims of Organizational Communication

The Bachelor of Arts in Organizational Communication is a multi-disciplinary degree that combines the study of Communication with select courses in Behavioral Science, English, Management, Marketing, Media Studies, and Sports Management. It prepares graduates for communication positions in corporate, non-profit, and government sectors.

Entrance Requirements

The following minimum requirements will need to be accomplished for successful admission to the Organizational Communication BA program:

- Completion of the general education requirements – Minimum GPA 2.00
- Students must complete COM 2000 with a C or higher to be accepted into the program.
- Selection and assigning of an Organizational Communication program academic advisor

Total Semester Hours

Candidates for the degree must complete at least 120 semester hours of accredited college work. At least 50 hours must be completed at the 3000-4000 level, including the major, Bible and elective courses.

General Education Requirements

Each student must complete the 36-hour general education core, including at least six hours of foreign language, and two (2) hours of physical education classes. PSY 1012 is recommended to fulfill the behavioral science requirements, and at least one of the survey of literature courses, (AML 2010, AML 2020, ENL 2010, or ENL 2020), to fulfill the Humanities requirement.

Quality of Work

A minimum GPA of 2.5 on all communication courses and 2.25 overall is required. Students must earn a grade of C or better in all required and elective courses in the major as well as their prerequisites.

Residency

Students must complete a minimum of 36 hours of their upper-level work at Florida College to receive the BA in Organizational Communication.

Graduation Ceremony

Candidates must participate in graduation exercises in the year of completing their other requirements. Any exception must be cleared through the Provost.

Requirements for the Major in Organizational Communication

Prerequisites (9 hours)

COM 2000	Introduction to Communication
GEB 1011	Introduction to Business Administration
SPC 1608	Public Speaking

Required Courses: Majors must complete all the following (33 hours)

COM 3120	Organizational Communication
COM 3160	Writing for the Communication Professions
COM 3302	Introduction to Research in Communication
COM 3945	Internship in Communication
PUR 3000	Public Relations
SPC 3311	Social Media for Professionals
SPC 3360	Interviewing
SPC 3425	Small Group Communication
SPC 3602	Advanced Public Speaking
SPC 4540	Persuasion
SPC 4958	Senior Communication Capstone

Elective Courses: Six additional courses must be selected from the following list in consultation with an advisor (18 hours)

CRW 3013	Introduction to Creative Writing
ENG 3063	Advanced Grammar
ENG 3120	History & Literacy of the Cinema
INP 4004	Industrial & Organizational Psychology
MAN 3025	Principles of Management
MAN 3301	Human Resource Management
MAN 4129	Organizational Leadership
MAR 3023	Principles of Marketing
MAR 4721	Digital Marketing
MMC 3104	Writing and Editing for Media
MMC 3602	Mass Communication & Society
PPE 4003	Psychology of Personality
PSY 4832	Sports Psychology
SPC 3301	Interpersonal Communication
SPC 3513	Argumentation & Debate
SPC 3621	Great Speeches in American History
SPC 4683	Rhetorical Approaches to Media
SPC 4710	Intercultural Communication
SPM 3004	Introduction to Sport Management
SPM 4104	Facility & Event Management
VIC 3001	Visual Communication & Production

Students may also complete a second internship for elective credit as long as it is different than the first internship.

RECOMMENDED PLAN FOR BA DEGREE IN ORGANIZATIONAL COMMUNICATION (123 hours shown)

Fall – Year One	Hours	Spring – Year One	Hours
ENC 1101 – Freshman Comp I	3	ENC 1102 – Freshman Comp. II	3
Behavioral/Social Science	3	Behavioral/Social Science	3
Math	3	Math	3
SPC 1608 – Public Speaking	3	PE Course	1
REL 1210 – Hist. & Geog. OT	2	REL 1240 – Hist. & Geog. NT	2
TR Daily Bible	1	TR Daily Bible	1
		COM 2000 – Intro. Communication	3
Total	15	Total	16
Fall – Year Two	Hours	Spring – Year Two	Hours
Foreign Language	3	Foreign Language	3
Humanities	3	Behavioral/Social Science	3
PE Course	1	LIT 2371 – OT Poetry	3
MWF Daily Bible	2	TR Daily Bible	1
TR Daily Bible	1	SPC 3602 or COM 3160	3
SPC 3602 or COM 3160	3	UD Communication Elective	3
COM 3302 – Intro to Research	3		
Total	16	Total	16
Fall – Year Three (odd)	Hours	Spring – Year Three (even)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
COM 3120 Organizational Comm	3	PUR 3000 Public Relations	3
GEB 1011 Intro to Business	3	SPC 3360 - Interviewing	3
UD Org. Comm. Elective	3	SPC 3311 Social Media for Prof	3
UD Org. Comm. Elective	3	UD Org. Comm. Elective	3
Total	15	Total	15
Fall – Year Four (even)	Hours	Spring – Year Four (odd)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
COM 3945 – Internship	3	SPC 3425 Small Group Comm	3
UD Org. Comm. Elective	3	SPC 4540 Persuasion	3
UD Org. Comm. Elective	3	SPC 4958 – Capstone	3
UD Org. Comm. Elective	3	UD Org. Comm. Elective	3
Total	15	Total	15
Fall – Year Three (even)	Hours	Spring – Year Three (odd)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
GEB 1011 Intro to Business	3	SPC 3360 - Interviewing	3
UD Org. Comm. Elective	3	SPC 3425 Small Group Comm	3
UD Org. Comm. Elective	3	SPC 4540 Persuasion	3
UD Org. Comm. Elective	3	UD Org. Comm. Elective	3
Total	15	Total	15
Fall – Year Four (odd)	Hours	Spring – Year Four (even)	Hours
MWF Daily Bible	2	MWF Daily Bible	2
TR Daily Bible	1	TR Daily Bible	1
COM 3120 Organizational Comm	3	PUR 3000 Public Relations	3
COM 3945 – Internship	3	SPC 3311 Social Media for Prof	3
UD Org. Comm. Elective	3	SPC 4958 – Capstone	3
UD Org. Comm. Elective	3	UD Org. Comm. Elective	3
Total	15	Total	15