

# BACHELOR OF ARTS IN COMMUNICATION

## PENDING SACSCOC APPROVAL

### Description

The Bachelor of Arts in Communication degree is a postsecondary professional degree designed to equip students to be effective communicators, leaders, and ethical advocates in today's workplace. This program allows students to focus on communicating effectively in a global, networked, digital environment or on spoken communication, growing their skills to write and deliver impactful messages. Strong communication skills online and in the workplace translates to professional success.

### Completion Requirements

To qualify for graduation from The College at Mid-America, each student seeking a Bachelor of Arts in Communication degree must satisfy the general requirements for graduation as set forth in the Catalog.

### General Education Requirements

Students seeking the Bachelor of Arts in Communication are required to complete a minimum of 33 semester hours of general education courses that includes courses in each of the following three areas: the humanities or fine arts, the social or behavioral sciences, and the natural sciences or mathematics.

General education courses may be transferred from another postsecondary institution or they may be completed within the required course structure of the Bachelor of Arts in Biblical Counseling degree.

Code	Title	Hours
<b>Humanities or Fine Arts</b>		
EN 4900	Introduction to Research and Writing	3
EN 4914	Introduction to Literature	3
WH 4961	World History 1	3
WH 4962	World History 2	3
MU 4701	Music Appreciation	3
<b>Social or Behavioral Sciences</b>		
CM 4484	Introduction to Christian Ministries	3
PH 3901	Introduction to Philosophy	3
PM 4270	Leadership Development	3
<b>Natural Sciences or Mathematics</b>		
SC 4981	Introduction to Biology	3
CS 4950	Introduction to Computing	3
MA 4971	Applied Mathematics	3
<b>Total Hours</b>		<b>33</b>

### General Education Goals

The goals of the general education core are to help the student acquire broad-based knowledge in the areas of:

1. **Humanities or Fine Arts:** To evaluate and critique the influence of artistic techniques and expression on culture and society.
2. **Social or Behavioral Sciences:** To identify and analyze data, perspectives, trends, concepts, or issues pertaining to human social function and experience.
3. **Natural Sciences or Mathematics:** To examine issues related to the natural sciences from an evidence-based perspective and use in applied contexts.

## Required Courses for the Bachelor of Arts in Communication (BAC) Degree

### Course Requirements

Each student pursuing the Bachelor of Arts in Communication degree must complete the 120 semester hours of courses specified in the following table.

### Minor Concentrations

The Bachelor of Arts in Communication degree contains a minor component. Students choose a minor concentration of study to complement their major studies. The minor concentrations are biblical counseling (<http://catalog.mabts.edu/college/academic-programs/minor/biblical-counseling->

minor/), business administration (<http://catalog.mabts.edu/college/academic-programs/minor/business-administration-minor/>), Christian studies (<http://catalog.mabts.edu/college/academic-programs/minor/christian-studies-minor/>), and organizational leadership (<http://catalog.mabts.edu/college/academic-programs/minor/organizational-leadership-minor/>).

## Required Courses for the Bachelor of Arts in Communication (BAC) Degree

Course	Title	Hours
<b>First Year</b>		
OT 2101 & OT 2102	Old Testament Survey 1 and Old Testament Survey 2	6
PH 3901	Introduction to Philosophy	3
MU 4701	Music Appreciation	3
EN 4900	Introduction to Research and Writing	3
EN 4914	Introduction to Literature	3
CS 4950	Introduction to Computing	3
MA 4971	Applied Mathematics	3
WH 4961 & WH 4962	World History 1 and World History 2	6
<b>Hours</b>		<b>30</b>
<b>Second Year</b>		
NT 2601 & NT 2602	New Testament Survey 1 and New Testament Survey 2	6
Language 1, 2*		6
CH 3001	The History of Christianity	3
EV 3200	Personal Evangelism	3
TH 3701	Basic Biblical Doctrines	3
PM 4270	Leadership Development	3
CM 4484	Introduction to Christian Ministries	3
SC 4981	Introduction to Biology	3
<b>Hours</b>		<b>30</b>
<b>Third Year</b>		
CO 4780	Introduction to Communication	3
CO 4781	Critical Thinking and Communication	3
CO 4782	Writing for Public Relations	3
CO 4783	Event Planning and Donor Relations	3
CO 4784	Organizational Communication	3
CO 4785	Interpersonal Communication	3
Minor 1		3
Minor 2		3
Minor 3		3
Minor 4		3
<b>Hours</b>		<b>30</b>
<b>Fourth Year</b>		
CO 4786	Media in Society	3
CO 4787	Public Speaking and Presentation Skills	3
CO 4788	Advanced Speaking and Presentation Skills	3
CO 4789	Communication Ethics	3
CO 4790	Rhetoric and Argumentation	3
CO 4791	Conflict Analysis and Resolution	3
Minor 5		3
Minor 6		3
Minor 7		3
Minor 8		3
<b>Hours</b>		<b>30</b>
<b>Total Hours</b>		<b>120</b>

\* Greek 1 & 2 (GR 2801-GR 2802), Hebrew 1 & 2 (HB 2401-HB 2402), Latin 1 & 2 (LA 4923-LA 4924), or Spanish 1 & 2 (SP 4921-SP 4922)