

## **Bachelor of Arts in Business Administration** **Area of Specialization: *Communication Studies (SCH)***

### ***Description***

The Communication Studies area of specialization provides an interdisciplinary forum for the study of communication and the opportunity for students to add a necessary tool within their educational program. Courses focus on providing students with effective personal and professional communication skills that are essential for success in today's world. The topics discussed in Communication Studies courses directly relate to positions in marketing, sales, public relations and administration in public and government agencies. For career information view: <http://www.crc.ufl.edu/> and <http://www.warrington.ufl.edu/sb/mywcba/enhance/careerdev.asp>.

### ***Requirements***

Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements.

<a href="#">SPC 3331</a>	Nonverbal Communication
<a href="#">SPC 3513</a>	Argumentation
<a href="#">SPC 3602</a>	Advanced Public Speaking
<a href="#">SPC 4425</a>	Small Group Communication
<a href="#">SPC 4710</a>	Intercultural Communication
<a href="#">COM 4022</a>	Health Communication
<a href="#">COM 4930</a>	Special Topics in Communication Studies
	Topics may include:
	Advanced Interpersonal Communication
	Legal Communication
	Organizational Communication
	Communication and Non-Profit Organizations
	Computer Mediated Communication
	Studies in Pop Culture
	Aging and Interpersonal Communication
	Communication and Event Planning
	Communication Theory and Research
	Gender and Communication
	Spirituality and Communication
	Rhetoric and the Supreme Court
	Analyzing Deceptive Communication

### ***Contact Information***

You are always welcome to meet with an Advisor in the School of Business, however, advising specifically related to Communication Studies is available through the department in the College of Liberal Arts and Sciences. For registration, scheduling, and area-specific questions, please contact:

Kellie Roberts  
[robertsk@ufl.edu](mailto:robertsk@ufl.edu)  
352-392-5421 extension 22  
402 Rolfs Hall

Department Website: <http://web.cwoc.ufl.edu/>

### ***Minor Option***

A minor is available in this area of specialization. To complete the minor students must earn 18 credit hours with a minimum of a 2.5 cumulative GPA. More information about this minor is available at: <https://catalog.ufl.edu/ugrad/current/liberalarts/minors/communication-studies.aspx>.

