

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.

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.

Course	Name	Credits	Prerequisites
SPC 3331	Nonverbal Communication	3	COM 1000 or equivalent
SPC 3513	Argumentation	3	SPC 2608 or instructor permission
SPC 3602	Advanced Public Speaking	3	SPC 2608 or equivalent
SPC 4301	Advanced Interpersonal Communication	3	SPC 2300 or instructor permission
SPC 4425	Small Group Communication	3	COM 1000 or equivalent
SPC 4710	Intercultural Communication	3	COM 1000 or equivalent
COM 3125	Organizational Communication	3	COM 1000 or equivalent or instructor permission
COM 3462	Interpersonal Conflict Management	3	COM 1000 or SPC 2300 or instructor permission
COM 3465	Conflict Management & Negotiation in the Professions	3	COM 1000 or SPC 2608 or instructor permission
COM 4013	Family Communication	3	COM 1000 or SPC 2300 or instructor permission
COM 4022	Health Communication	3	None
COM 4930	Special Topics in Communication Studies; Topics may include: Legal Communication Communication and Non-Profit Organizations Computer Mediated Communication Aging and Interpersonal Communication Communication and Event Planning Communication Theory and Research Gender and Communication Spirituality and Communication Art-based Research & Communication Communication & the Storied Self Communication Resilience Language & Social Interaction Sports Communication Political Communication Language & Power Global Health Communication Communication & Leadership Culinary Communication	3	COM 1000 or equivalent or instructor permission

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 352-273-1655 402 Rolfs Hall Department Website: http://cwoc.ufl.edu/	Cher Phillips cherp@ufl.edu 352-392-5421 402 Rolfs Hall
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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 2.0 cumulative GPA. More information about this minor is available at:

<https://catalog.ufl.edu/ugrad/current/liberalarts/minors/communication-studies.aspx>