



**BACHELOR OF  
SCIENCE  
COMMUNICATION  
STUDIES**

**COURSES  
AVAILABLE  
ONLINE OR  
ON CAMPUS**



**START WITH ALVIN COMMUNITY COLLEGE. FINISH AT LAMAR UNIVERSITY!**

## Your Future

The Bachelor of Science in Communication Studies degree is offered online and on campus. You will learn there are more ways to connect with each other now more than ever. Our students study how to communicate a message to audiences and how that message translates through film, journalism, corporate communication, advertising and public relations.

We have plenty opportunities to get involved in various active student organizations, giving you a great opportunity to build your network, your relationship and your skills. You will learn various skills including interpersonal communication, communication theory, public speaking, media writing, desktop publishing and more through your coursework at LU. Here, you'll gain valuable real-world experience to prepare for your career.

## Career Opportunities

Communication skills never leave the top of an employer's list sought-after abilities.

- Advertising Account Manager
- Corporate Trainer
- Lobbyist
- Newscaster
- Public Relations Practitioner
- Sports Marketer
- Communication Specialist
- Film Producer
- News Producer
- Print & Electronic Journalist
- Record Producer
- Sports Writer

## LU SCHOLARSHIPS

AMOUNT/YEAR	TRANSFERABLE GPA	RENEWABLE?
<b>TRANSFER ACADEMIC EXCELLENCE SCHOLARSHIP*</b>		
<b>\$2,000</b>	3.5-4.0	YES
<b>\$1,500</b>	3.0-3.49	YES
<b>PHI THETA KAPPA (PTK) SCHOLARSHIP</b>		
<b>\$1,000</b>	3.0-3.49	YES

*\*Based on availability and for full-time students who have earned more than 30. but less than 90 transfer credits and enrolled in on-campus programs*

### TO APPLY FOR SCHOLARSHIPS

- Complete your admissions application
- Visit [lamar.edu/myscholarships](http://lamar.edu/myscholarships)
- Complete the General Application

### PRIORITY DEADLINES

Fall – July 1  
Spring – December 1

## A.S. COMMUNICATION/RADIO TV BROADCASTING

### FALL SEMESTER

COMM 1307 - Intro to Mass Communication  
COMM 1336 - Video Production  
PSYC 1300 - Learning Frameworks  
ENGL 1301 - Composition I

### SPRING SEMESTER

COMM 2311 - Media Writing  
COMM 1337 - Video Production 2  
COMM 1318 - Photography I  
ENGL 1302 - Composition 2

### SUMMER AT ACC (if applicable)

COMM 2327 - Introduction to Advertising  
HIST 1301 - History I

### FALL SEMESTER

HIST 1302 - History 2  
COMM 2303 - Audio Production  
GOVT 2305 - Federal Government  
LPS - Life & Physical Sciences Core

### SPRING SEMESTER

COMM 2366 - Intro to Cinema  
LPS - Life & Physical Sciences Core  
MATH 1332 - Quantitative Reasoning  
GOVT 2306 - Texas Government

### SUMMER AT ACC (if applicable)

SPCH 1315 - Public Speaking  
PSYC 2301 - General Psychology

## B.S. COMMUNICATION STUDIES

### FALL SEMESTER

COMM 1311 - Communication Studies  
COMM 3315 - Adv. Public Speaking  
COMM 2335 or 2341 - Argumentation or Adv Public Speaking  
COMM 3301 - Intercultural Communication  
MATH 1342 - Statistics

### SPRING SEMESTER

COMM 3375/3378 or 3370 - Film Theory/Pop Culture/  
Psy of TV and Film  
COMM 3320 - Communication in Families  
COMM 3390 - Conflict Mgt and Small Group  
Communication  
COMM 4390 - Communication Theory  
COMM 4360 - Communication Research

### FALL SEMESTER

COMM 4350 - Corporate Training  
COMM 4381 - Political Communication  
COMM 4340 - Persuasion  
COMM 4340 - Organizational Communication  
COMM 4320 - Nonverbal Communication

### SPRING SEMESTER

COMM 4301 - Rhetorical Theory  
COMM 4300 - Communication Problems  
COMM Choice from List  
COMM 1318 - Interpersonal Communication  
Lang, Phil Culture Elective



I'm ready to apply.  
What's next?

You've made a great choice!  
Follow the steps below to becoming a Cardinal.

## HOW TO APPLY

### REQUIRED STEPS

1. Finish your degree at Alvin Community College
2. Complete your application and transfer to Lamar University through [ApplyTexas.org](https://ApplyTexas.org)
3. Finish your Communication Studies degree online or on campus



OFFICE OF ADMISSIONS & RECRUITMENT  
**LAMAR UNIVERSITY**



/lamaruadmissions  
@lamaruadmissions

**PLAN A VISIT TO CAMPUS** (409) 880-8316

plan or take a virtual tour at [lamar.edu/visit](https://lamar.edu/visit)