

COMMUNICATION ARTS

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A bachelor's degree in the field of communication provides students with the skills and strategies needed in the business world, such as creating and delivering effective presentations, crafting a well-reasoned argument, and building and enhancing dialogue between people and groups. The Bachelor of Arts in Communication Arts prepares graduates to solve problems, resolve conflict, and increase communication options. A communication degree allows students to explore how the media, entertainment industry, and commercial institutions affect individuals and society. In addition, students will enrich their understanding of verbal and non-verbal communication, such as writing, speaking, and body language; and students will learn how to use art, photographs, and other media in presentations. Students complete their bachelor's degree with a major in communication arts to improve written and verbal skills for personal and professional development. The communication degree requires an integrative project, in which students will synthesize their studies and demonstrate their communication skills. Classes are available as hybrid and/or online.

This degree prepares students to:

- Demonstrate effective and persuasive oral, written, and non-verbal communication techniques using tone and principles appropriate to the audience.
- Apply communication theory and principles to formulate well-organized arguments in writing and speaking that contain a clear purpose, relevant content, and a conclusion that directly reflects the purpose and strength of the content.
- Employ art, photographs, and other visual media for appropriate use in communication strategies.
- Use appropriate techniques and strategies to increase communication options in groups and teams.
- Analyze media messages identifying and explaining a variety of possible differences such as bias, inclusion and exclusion of information, source, and type of presentation media.

Communication Arts

Bachelor of Arts Major Requirements

(180 credits required for the degree) (<http://bulletin.du.edu/undergraduate/undergraduateprograms/universitycollegeofartscompletionprogram/degreeanddegreerequirements/bachelorofartsba>)

Code	Title	Credits
Major Courses (40 credits)		
CA 3050	Media and Society	4
CA 3100	Cross-Cultural Communication	4
CA 3150	Effective Presentations	4
CA 3200	Art and Interpretation	4
CA 3250	Visual & Physical Communication	4
CA 3300	Creating Dialogue	4
BACP 3350	Directed Research	4
BACP 3400	Civic Engagement	4
BACP 3450	Integrative Project Design	4
BACP 3500	Integrative Project	4
Total Credits		40