Communication (BA)

CAREER LEVEL
Undergraduate

DEGREE
Bachelor of Arts

COLLEGE
College Of Social And Behavioral Sciences

Through communication, humans structure their environment and determine the nature of their relationships with others. This major centers on the scientific study of communication, its processes and effects. Students may take courses related to interpersonal communication, social influence and persuasion, or the social effects of media and new information technologies. Because communication is the most basic social behavior and the means by which individuals function in society, its study is relevant to many academic and career interests. However, the major does not focus on specific skills training such as public relations, broadcast journalism, or sports marketing. All students are required to apply to the major.

Cost & Eligibility

PER UNIT COST:

$490