
Communication

Bachelor of Science

The Bachelor of Science in Communication requires students to integrate knowledge of science and technology with practice in communication. In this program, students learn how scientists think, how they frame research questions, and how they use various methodologies to pursue their goals. Communication students additionally practice gathering, analyzing, and disseminating scientific and technological information to a variety of audiences. A significant element of the program is the capstone experience, an internship in which students put theory into practice.

As modern society is increasingly influenced by developments in science and technology, the demand for skilled communicators in these fields continues to grow. Aviation, aerospace, and business industries, for example, require more internal communications specialists, as well as professionals in media and public relations, to relay information clearly and accurately. This program addresses that nationwide necessity.

News organizations rely on science communicators in various fields, including meteorology, environmentalism, medicine, and technology. Communication students work in traditional written media, such as newspapers, newsletters, magazines, and journals, as well as in cutting-edge information retrieval and delivery systems, including Web sites and networked blogs.

This focused, yet flexible, course of study requires students to hone specialized communication skills and to produce portfolios displaying those skills. These graduates, the next

generation of communication specialists, are positioned to enter three specific career paths, including 1) communicating science information to specific and general audiences through a variety of mass media, 2) representing companies and organizations through media relations, using written, oral, and visual media, and 3) communicating news to general audiences through print and electronic media.

Degree Requirements

The Bachelor of Science degree in Communication requires successful completion of a minimum of 120 credit hours, of which 40 credit hours must be upper-division courses (300-400 level)

The Communication program requires coursework in General Education, the Communication Core, Communication Specified Electives, a Minor, and Open Electives:

General Education

Courses	Credits
Communication Theory & Skills	9
Computer Science	3
Lower-Level Humanities*	3
Mathematics	6
Physical and Life Sciences	6
Lower-Level Social Sciences*	6
HU/SS 300-400 level*	3
Total Credits	36

* Embry-Riddle courses in the general education categories of Communication Theory and Skills, Humanities, and Social Sciences may be chosen from those listed below, assuming prerequisite requirements are met. Courses from other institutions are acceptable if they fall into these broad categories.

Academic Programs at the Daytona Beach Campus

Communication Theory and Skills
COM 122, 219, 221

Humanities

Lower-Level:
HU 140-146

Upper-Level:
300-400 level

Social Sciences

Lower-Level:
EC 200, 210, 211 (EC 200 is not acceptable together with EC 210 or EC 211 or their equivalent), PSY 101, SS 110, 120, 130

Upper-Level:
HU 319, 363, 415, 375, 412, 420, 460 SS, 326, 327, 332, 333, 334, 336, 363

Core Requirements

The Communication core has three components: Required Communication Courses, Aviation and Aerospace Foundation Courses, and Science Foundation Courses.

Required Courses

This component of the Communication Core requires students to complete eight courses, including the following:

Course Title	Credits
COM260 Introduction to Media	3
COM265 Introduction to News Writing.	3
COM225 Science & Technology Communication.	3
COM320 Mass Communication Law & Ethics.	3
COM322 Aviation & Aerospace Communication.	3
COM350 Environmental Communication.	3
COM410 Advanced Professional Writing -OR-	
COM360 Media Relations I	3
CE 396/7 Internship/Co-Op -OR-	
COM 399/499 Directed Study	3
Total Credits	24

Aviation/Aerospace Foundation Courses

This component of the Communication Core requires students to complete two courses from among the following:

Course Title	Credits
AS 120 Principles of Aeronautical Science	3
SS 130 History of Aviation	3
SP 110 Introduction to Space Flight	3
Total Credits	6

Science Foundation Courses

This component of the Communication Core requires students to complete two courses from among the following:

Course Title	Credits
HU 335 Technology & Modern Civilization	3
SS/PS 302 Evolution of Scientific Thought	3
HU 302 Contemporary Issues in Science.	3
Total Credits	6
Total Credits for Communication Core	36

Specified Electives

To supplement coursework from the Communication Core, students complete five classes selected from among the following specified electives in Communication, Humanities, and Social Sciences:

Course Title	Credits
COM230 Digital Photography.	3
COM 268 Introduction to Sports Writing	3
COM364 Visual Design.	3
COM411 Web Design Workshop.	3
COM412 Advanced Technical Writing.	3
COM415 Nonverbal Communication.	3
COM460 Media Relations II.	3
HU 143 Introduction to Rhetoric	3
HU 319 Advanced Speech	3
HU 363 Communication and Society.	3
HU 375 Nature of Language	3
HU 420 Applied Cross-Cultural Communication.	3
International Relations Course(s), including SS 325, 326, 332, 333, 334, 336, 363.	3 each
Total Credits	15

Academic Programs at the Daytona Beach Campus

Minor

In consultation with their advisor and/or Communication program coordinator, students select a minor that enhances their knowledge base and increases their job prospects. Total credits in the minor vary, depending on the minor chosen. Suggested minors include:

Minors	Required Credits
Environmental Studies	15-16
Human Factors	15
International Relations	15
Business Administration	18
Aeronautical Studies	18
Aviation Safety	15
Aviation Weather	15
Space Studies	15
Total Credits	15-18

Open Electives

Students complete open electives, experiencing the breadth of curriculum offerings of the University or selecting an additional minor.

Open Electives: Total Credits 15-18

TOTAL DEGREE CREDITS 120