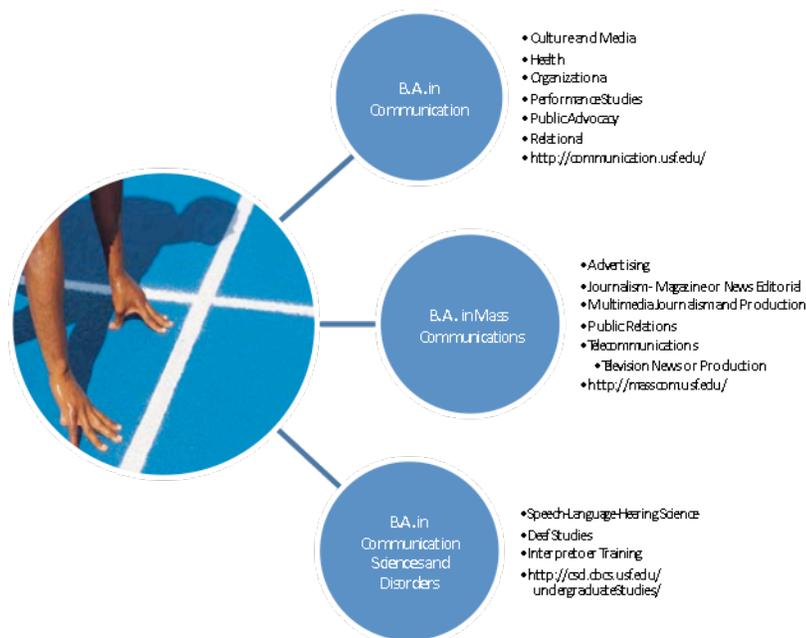


# First Steps to the B.A. in Communication

## Step 1:

There are three different majors that include the word “Communication” at USF. So your first step is to review them all to ensure you are selecting the appropriate major for your goals and interests. Here is a brief illustration with concentrations and websites for further information:



## Step 2:

If you have decided upon the B.A. in Communication, you should consider some of the entrance requirements. For admission you will need to complete 30 hours and maintain at least a 2.5 overall GPA. This means most students are admitted to the major after completion of their first year. You may apply AP, Dual Enrollment, and CLEP credits towards those 30 hours. You will also need to complete the SPC2608 or Public Speaking equivalency with a C- grade or better during those 30 hours as part of the admission criteria. You can utilize a college level dual enrollment credit for this requirement.

Since this major does not require any specific general education coursework for admission, you will use the 30 hours to complete USF’s General Education Foundations of Knowledge and Learning (FKL) requirements. You should review those requirements (<http://www.ugs.usf.edu/gec/fkl/FKLhome.html>) for further information and to see if there are AP, Dual Enrollment, or CLEP credits you can utilize.

### Step 3:

This degree has a foreign language exit requirement. This means that even if you took foreign language in high school, you will be required to show proficiency at level II at college. If you are taking a foreign language at the high school level already, you should consider trying to pass AP or CLEP for the language or take it as dual enrollment for college level credit. You will be required to take the Placement test at USF to see what level you place into. You may wish to take care of that prior to or during orientation to ensure you can register. Here is the link to further information regarding the Placement test [http://languages.usf.edu/placement\\_test.pdf](http://languages.usf.edu/placement_test.pdf).

### Step 4:

You will most likely have some questions regarding what can be done with the Communication major and which of the Communication concentrations best suit your interests and goals. You are welcome to contact the advisor, Leslie Tod ([tod@usf.edu](mailto:tod@usf.edu)) to discuss these issues. Students usually wait to choose a concentration for the major after they have completed the core requirements. So you have plenty of time now to review and consider your options (go to <http://communication.usf.edu/undergraduate/> for further information on degree requirements and concentrations).

Here is the *National Communication Association's* list of Practical Applications for the degree in Communication. Please note that some of the applications would require specialist training or advanced education, but the Communication major is a starting point. You should also consider the Mass Communication track if you are *certain* to follow on to one of their pre-professional routes into Advertising, Journalism, PR, or Telecommunications.

## Communication Degree

### Practical Applications

**\*Community Relations Director\*Publications Editor\*Communication Trainer\*Museum Curator\*Editor  
Publicist\*Quality Inspector\*Radio Talk Show Host\*Webmaster\* Activities Director\*Wedding  
Consultant\*Camp Director\*Career and Training Advisor\*Recreational  
Coordinator/Supervisor\*Residential Housing Director\*Sales Representative\*Accreditation  
Specialist\*Advertising Executive\*Alumni Coordinator\*Arts Administrator\*Script Writer\*Newspaper  
Publisher\*Special Events Coordinator\*Secondary School Speech Teacher\*Speech Writer\*Sports  
Announcer\*Public Affairs Director\*Training Specialist\*Sports Marketer Travel Conference  
Manager\*Sports Publicist\*News Anchor\*Paralegal\*Student Activities Coordinator \*Student Services  
Director\*Symphony Orchestra Media Relations\*Human Resources Specialist\*Human Rights  
Officer\*Instructional Designer\*Tour Guide\*Department Administrator\*Leasing Consultant\*Legal  
Communication Consultant\*Legislative Assistant\*Legislative Correspondent\* Linguist\*Health Services  
Manager\*Telecommunications Specialist\*Telemarketing Manager\*Television Producer\*Television  
Reporter\*Nat'l Fraternity/Sorority Chapter Consultant\*Account Manager\*Hotel Manager\*Human**

Resources Manager\*Child Welfare Worker\*Insurance Claims Adjuster\*College Admissions Counselor\*Private Investigator\*Production assistant\*Promotional Specialist\*Motivational Speaker\*Multi-Cultural Specialist\*Labor Negotiator\*Human Rights Advocate\*International Student Coordinator\*Journalist\*Labor Relations Consultant\*Language Arts Teacher\*Law Firm Recruiter\*Maintenance Supervisor Manager\*Market Researcher\*Media Account Executive\*Media Buyer\*Media Critic\*Meditation Specialist\*Hospital Volunteer Coordinator\*Information Analyst\*College Dean\*College Recruiter\*Government Relations Officer\*Public Opinion Researcher\*Communication Consultant\*Communication Statistician\*Property Manager\*Administrative Aide\*Lobbyist\*Assistant to College President\*Broadcasting Floor Manager\*Public Information Officer\*Public Relations Coordinator\*Communication Researcher\*Community Affairs Liaison\*Proofreader\*Community College Speech Instructor\*Business Manager\*Instructional Development Consultant/Specialist\*Arena Director Manager\*Personal Development Specialist\*Conference Leader\*Community Outreach Director\*Theatre Manager\*Company Spokesperson\*Consulting Analyst Specialist\*Copywriter\*Counselor\*University Administrator\*Technical Recruiter\* University Information Specialist\*University Communication Professor\*Volunteer Coordinator\*Crisis Manager\*Database Analyst\*Customer Service Representative\*Parliamentarian\*Nonprofit Organization Director\*Debate Coach\*Developmental Officer\*Child Language Specialist\*Political Activist\*Disc Jockey\*Mental Health Professional\*College Admissions Counselor\*Director of College Admissions\*Director of Corporate Communication\*Diversity Consultant\*Drug Company Representative\*Educational Media Specialist\*Systems Administrator\*Broadcasting Production Supervisor\*Lawyer\* Employment Interviewer\*Environmental Lobbyist\*Editor\* Events Planner\* Executive Assistant\* Fashion Merchandiser\* Political Analyst and Campaign Director\* Firm Marketing\* Film Director\* Forensic Debate Director\*Fundraiser\*Gallery Owner/Manager\*Government Lobbyist\*Government Press Secretary\*Graduate School Dean\*International Program Director\*Intercultural Communication Consultant\*Marketing Production Manager\*Corporate Communication Director