ASSOCIATE IN ARTS

The goal of the Communication Program is to provide the opportunity for students to improve their communication ability and knowledge. Our commitment to General Education helps develop students’ oral communication and critical thinking skills and their appreciation for communication diversity. Our courses are designed to fulfill major requirements for Associate Degree-seeking students. Throughout their education, students have opportunities for hands-on experience both in and out of the classroom.

Concentration Requirements

- **BUAD 101** Introduction to Business 3
- **COMM 103** Introduction to Advertising 3
- **COMM 105** Introduction to Public Relations 3
- **COMM 106** Introduction to Mass Media 3
- **COMM 110** Critical Thinking and Argumentation 3
- *Concentration Electives* 6

General Education Requirements

- **COMM 101** Public Speaking 3
- **ENGL 101** English Composition I 3
- **ENGL 102** English Composition II 3
- **MATH 115** College Algebra 3
- **PED 116** Lifetime Fitness 1
- Natural Science Elective with Lab 5
- **Physical Science Elective with Lab** 5
- **Humanities Electives (from at least three areas)** 12
- **Social and Behavioral Science Electives** 6

*Recommended Concentration Electives:

- **GRAP 107** Intro to Desktop Publishing 3
- **GRAP 118** Typography 3
- **GRAP 130** Advertising Design 3
- Computer Elective 3
- General Education Elective

**Recommended Humanities Electives**

- **ART 107** Two Dimensional Design
- **ENGL 200** Creative Writing
- **HIST 108** Current World Affairs
- **PHIL 104** Introduction to Logic

**Recommended Social and Behavioral Science Electives**

- **ECON 101** Issues in Today’s Economy
- **PSYC 101** General Psychology
- **SOCI 101** Sociology

Credits Required: 62

Contact: Tom Duran
620-820-1171
tomd@labette.edu

Tonya Bell
620-820-1121
tonyab@labette.edu

Recommended Course Sequence

SEM 1: COMM 103, Concentration Elective
SEM 2: COMM 105, COMM 106
SEM 3: BUAD 101, Concentration Elective
SEM 4: COMM 110

After Graduation

Students can gain immediate, entry-level employment in Government and Social Services, Public Relations Agencies, Event Planning, Sales, etc. If already employed, obtain career advancement opportunities. Students can transfer to a university or college to pursue a bachelor’s degree in Communication.

Courses designated as Physical Science, Natural Science, Humanities, Social Behavioral and General Education electives can be found on page 82. Placement Tests or pre-requisites are required for English Composition I, Math courses and most General Education Electives. See page 31 for complete Placement information. All first-time, full-time students with fewer than 15 credit hours after high school graduation are required to enroll in the College Success Skills course during their first semester. Some courses are not offer each semester. Always make an appointment with your major advisor to enroll each semester.