

Communication Program 2024-2027 Course Rotation

Dear UTPB Communication Students:

Everybody in the COMM Department is committed to your success. As part of that commitment, we want you to be able to plan for when courses will be offered. Since 2019, we have published a regular rotation of when we plan to offer our courses—both online and face to face. Sometimes emergencies come up which cause us to change things, and quite often we are able to offer additional classes beyond what is listed here. However, this is an excellent planning guide for when things should be available in each format. Here are several general things you need to know:

- Our program is offered both face to face and online.
- You are free to take courses in either format (online or face to face) which is convenient to you. However, if you are physically in the Petroplex (Odessa/Midland), we strongly encourage you to take our classes face to face in the Fall and Spring semesters.
- Our Summer classes are almost entirely online, although we are happy to offer something face to face if we know there is demand for it.
- The senior capstone course, COMM 4390, will be offered online every Fall and in person every Spring.
- COMM 1301 and 1315 will be offered every semester.
- COMM 1115 is only offered online, and only during long semesters.
- Core courses for which there is more than one alternative (COMM 1318/2333) are offered alternately.

In Spring 2022 we began offering students specialized tracks in Strategic Messaging, Professional Communication, Sports Media, and Communication Studies. The full description of those tracks is later in this document, and we hope you will visit with your adviser and faculty members about how each of these options will visit your goals.

The following pages tell you what we plan to offer each semester. We will always add additional options when staffing permits, but if you see a class you know you will need please use this guide to plan for when to take it. Please work closely with your adviser, and send me an email or stop by my office (MB 4156) to let me know how I can help.



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UTPB Communication Program Tracks

All Communication majors must take the following courses:

- COMM 1301 (Intro to the Study of Communication)
- COMM 1315 (Public Speaking)
- COMM 1318 or 2333 (Interpersonal or Small Groups)
- COMM 3300 (Theories of Communication)
- COMM 3310 (Modern Media)
- COMM 3330 (Rhetoric in Western Thought)
- COMM 3370 (Research Methods)
- COMM 4390 (Senior Seminar)

Track 1 (Communication Studies)

Students pursuing this track will take an additional 15 upper level hours in Communication. Those hours will be chosen in consultation with their adviser.

Track 2 (Strategic Messaging)

Please select 12 hours from the following list. In addition, students will take 3 additional upper level COMM elective hours:

- COMM 3311 Advertising Strategies
- COMM 3312 Media Writing
- COMM 3313 Social Media
- COMM 3331 Public Advocacy
- COMM 3332 Advanced Public Address
- COMM 3333 Political Communication
- COMM 3341 Public Relations
- COMM 3342 Crisis
- COMM 3371 Rhetorical Criticism
- COMM 3380 Politics of National Memory
- COMM 4340 Org Comm
- COMM 4356 Argument and Persuasion

Track 3 (Sports Media)

Please select 12 hours from the following list. In addition, students will take 3 additional upper level COMM elective hours:

- COMM 3312 Media Writing
- COMM 3313 Social Media
- COMM 3314 Sports Broadcasting
- COMM 3315 Sports Communication

- COMM 3341 Public Relations
- COMM 4383 Current Topics in Sports Communication

Track 4 (Professional Communication)

Students will take 12 hours from the following list. In addition, students will take 3 additional upper level COMM elective hours:

- COMM 3321 Advanced Interpersonal
- COMM 3322 Nonverbal Communication
- COMM 4326 Group Leadership
- COMM 4340 Org Comm
- COMM 4350 Comm and Instruction
- COMM 4351 Health Communication
- COMM 4360 Intercultural

Face-to-Face Course Rotation		
Fall A 2025, 2027	Spring A 2024, 2026	Summer A 2024, 2026
1301 Introduction to the Study of Communication 1315 Public Speaking 1318 Interpersonal Communication 3310 Modern Media in Society 3370 Research Methods UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1301 Introduction to the Study of Communication 1315 Public Speaking 3300 Theories (starting 2024) 3330 Rhetoric in Western Thought (starting 2024) 4390 Seminar in Communication UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1315 Public Speaking
Fall B 2024, 2026	Spring B 2025, 2027	Summer B 2025, 2027
1301 Introduction to the Study of Communication 1315 Public Speaking 2333 Small Group Communication 3310 Modern Media in Society 3370 Research Methods UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1301 Introduction to the Study of Communication 1315 Public Speaking 3300 Theories 3330 Rhetoric in Western Thought 4390 Seminar in Communication UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1315 Public Speaking

Online Course Rotation		
Fall A 2025, 2027	Spring A 2024, 2026	Summer A 2024, 2026
1301 Introduction to the Study of Communication 1315 Public Speaking 1115 Communication Lab 1318 Interpersonal Comm 4390 Seminar in Comm UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1301 Introduction to the Study of Communication 1315 Public Speaking 1115 Communication Lab 3310 Modern Media in Society 3370 Research Methods UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1301 Introduction to the Study of Communication 1315 Public Speaking 3300 Theories of Comm 3330 Rhet Western Thought UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective
Fall B 2024, 2026	Spring B 2025, 2027	Summer B 2025, 2027
1301 Introduction to the Study of Communication 1315 Public Speaking 1115 Comm Lab 1318 Interpersonal Comm 4390 Seminar in Comm UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1301 Introduction to the Study of Communication 1315 Public Speaking 1115 Comm Lab 3310 Modern Media in Society 3370 Research Methods UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective	1301 Introduction to the Study of Communication 1315 Public Speaking 3300 Theories of Comm 3330 Rhet Western Thought UL Strategic Messaging Elective UL Sports Media Elective UL Prof. Communication Elective