Program Description
The Bachelor of Arts in Communication (B.A.) prepares students to build successful careers in today’s communication professions. The curriculum reflects the current communication workplace, while integrating classroom instruction with hands-on learning, client-based projects and internship opportunities. Students develop skills in critical thinking; project management; oral, visual and written communication; and leadership.

About This Major
College: College of Arts, Social Sciences and Humanities
Degree: Bachelor of Arts (B.A.)
Required Hours for the Degree: 120
Minors and 15-hour areas of concentration are also available.
Emerald Coast Phone Number: 850.863.6565

Scholarships
The Department of Communication offers a number of undergraduate scholarships. To apply, candidates must complete the application form available on the Department of Communication website at uwf.edu/eccommunication. Additionally, the NWF2UWF transfer program offers a guaranteed scholarship to students who have an associate degree with a 3.5 GPA or higher.

Internships
Department of Communication internships offer practical learning experiences outside the classroom. Host organizations provide learning opportunities to further prepare students for job opportunities in the field after graduation. Internships are available in the following areas:
  • Public Relations
  • Advertising
  • Military Communication
  • Journalism
  • Corporate Communication
  • Social Media
  • Health Care Communication

Career Opportunities
Graduates with a communication degree are prepared to think critically and communicate effectively, equipping them for a variety of career paths. Possible careers include:
  • Public Relations Specialist
  • Health Educator
  • Social Media Manager
  • Public Information Officer
  • Executive
  • Alumni Relations/Development Officer
  • Media Planner
  • Business Reporter
  • Corporate Communication Specialist
  • Brand Manager
  • Advertising Copywriter
  • Advertising Account Manager
  • Meeting/Event Planner
  • Human Resources Professional

uwf.edu/emeraldcoast
Program Benefits
Completion of the B.A. in Communication is possible on the Emerald Coast Location in four years through NWF2UWF. NWF2UWF is an innovative partnership that enables Northwest Florida State College graduates with an associate degree to seamlessly transfer to the University of West Florida.

The B.A. program experience uses a combination of face-to-face classroom instruction, online instruction and videoconferencing. The program offers courses in advertising, public relations, journalism, speech and social media, with an emphasis on public relations. Professionals with years of industry experience, as well as faculty with doctoral degrees, offer theoretical underpinnings to the coursework. The program offers flexible schedules, while equipping students with first-rate communication skills needed for success in an array of professions.

uwf.edu/eccommunication

Typical Courses
- ADV3300: Advertising Media Strategy and Planning
- COM3003: Integrated Advertising and Public Relations Concepts
- COM3905: Directed Independent Study
- COM4301: Communication Research
- COM4940: Internship
- JOU3100: News Reporting
- PUR3100: Writing for Public Relations
- PUR3990: Fundamentals of Social Media Communication
- PUR4407: Managing Media Relations
- SPC4540: Propaganda and Persuasion

NWF2UWF Student Benefits
- Admission to UWF with no application fee
- Guaranteed scholarship to students who have an associate degree with a 3.5 GPA or higher
- Convenient transfer of records and courses from NWF to UWF
- NWF and UWF Advisor

Communications Advisor Contact:
Christine Young Flynn
Emerald Coast Location
850.474.6909
christineflynn@uwf.edu

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*Program requirements subject to change. Refer to the UWF Academic Catalog for official program requirements for the academic year admitted.