

University of Houston-Clear Lake
School of Human Sciences and Humanities
Bachelor of Arts Degree in Communication

CAREER PATH RECOMMENDATIONS

The communication program at the University of Houston-Clear Lake is designed to provide students with maximum flexibility in today's job market. Communication majors are carefully instructed in both written and visual communication to prepare for future roles in public and corporate settings. In addition to a traditional curriculum, students may choose to focus on a particular field of study within the communication media including public relations, advertising, journalism, photography, graphic design or Web design. The following list of electives is recommended for each of the career paths noted.

PUBLIC RELATIONS

Writing Skills:

COMM 3232 Public Relations Writing

Visual Skills:

COMM 4538 Desktop Publishing

COMM 4434 Web Design

Communication Electives:

ARTS 4131 Photography I

COMM 3533 Understanding Advertising

COMM 4931 Multimedia Project Management

COMM 4739 A Second Internship

Free Electives:

MKTG 3031 Marketing: Creating Value ...

MKTG 3331 Integrated Marketing Communication

COMM 3534 Gathering Information

ADVERTISING/MARKETING

Writing Skills:

COMM 3232 Public Relations Writing

Visual Skills:

ARTS 4538 Desktop Publishing

COMM 4434 Web Design

Communication Electives:

ARTS 4131 Photography I

COMM 3533 Understanding Advertising

COMM 4931 Multimedia Project Management

COMM 4739 A Second Internship

Free Electives:

MKTG 3031 Marketing: Creating Value ...

MKTG 3331 Integrated Marketing Communication

COMM 3534 Gathering Information

COMM 4533 Editing

JOURNALISM

Writing Skills:

COMM 4533 Editing

Visual Skills:

COMM 4532 Photojournalism

COMM 4434 Web Design

Communication Electives:

PHOTOGRAPHY/FILM/VIDEO

Writing Skills:

COMM 4536 Magazine Publication

Visual Skills:

COMM 4532 Photojournalism

COMM 4534 Video Production and Editing

Communication Electives:

ARTS 4131 Photography I

ARTS 4132 Advanced Photography

ARTS 4133 Digital Photography

ARTS 4532 Digital Video

COMM 4739 A Second Internship

Free Electives:

COMM 4031 Global Issues in Film

COMM 4434 Web Design

COMM 4538 Desktop Publishing

GRAPHIC DESIGN/AD DESIGN

Writing Skills:

COMM 4536 Magazine Publication

Visual Skills:

ARTS 4433 Graphic Design

COMM 4434 Web Design

Communication Electives:

ARTS 3137 Advertising Design

ARTS 4437 Illustration

COMM 4435 Advanced Web Design

COMM 4739 A Second Internship

Free Electives:

COMM 3533 Understanding Advertising

COMM 4534 Video Production and Editing

COMM 4538 Desktop Publishing

ARTS 4437 Illustration

WEB DESIGN AND ANIMATION

Writing Skills:

Any

Visual Skills:

ARTS 4433 Graphic Design

COMM 4434 Web Design

Communication Electives:

COMM 4536 Magazine Publication
COMM 3534 Gathering Information
COMM 4538 Desktop Publishing
COMM 4739 A Second Internship

Free Electives:

Media Law or Ethics not taken previously
COMM 3232 Public Relations Writing
COMM 4031 Global Issues in Film
COMM 4434 Web Design

COMM 4435 Advanced Web Design
COMM 4430 3D Modeling
COMM 4531 3D Animation
COMM 4739 A Second Internship

Free Electives:

COMM 3533 Understanding Advertising
COMM 4538 Desktop Publishing
COMM 4532 Photojournalism
COMM 4534 Video Production and Editing