

# DEPARTMENT OF COMMUNICATION AND MEDIA

Location: 100 Communication Building

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The Department of Communication and Media offers a Bachelor of Science degree in Communication for students interested in the study of—and careers in—advertising, broadcasting, communication studies, film studies, journalism, and public relations.

A new student beginning study at Lamar University must meet all admission requirements of Lamar University. Transfer students or students who wish to enter the Department of Communication and Media programs by change of major must meet the same requirements or hold a minimum grade point average of 2.00 or better. Successful completion of a bachelor's degree in the department of communication requires a major GPA of 2.0 or better. Some classes individually require a C or better to pass. Those classes are identified as such in their descriptions or the pre-requisite statement for the next class in the sequence.

## Programs of Study

All majors in the department must complete the basic core curriculum requirements of Lamar University as their academic foundation coursework. The student's advisor will provide direction to the student concerning departmental requirements within the core curriculum when course choices are available to meet the university's core curriculum requirements. Within the curriculum for the Bachelor of Science in Communication, students may specialize in one of the following areas:

- Advertising
- Broadcasting
- Communication Studies
- Film Studies
- Journalism
- Public Relations

For more information, contact the Department of Communication & Media at [communication@lamar.edu](mailto:communication@lamar.edu) or 409-880-8153

## Programs

- [Communication \(B.S.\) Concentration in Advertising](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-advertising/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-advertising/>)
- [Communication \(B.S.\) Concentration in Broadcasting](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-broadcasting/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-broadcasting/>)
- [Communication \(B.S.\) Concentration in Communication Studies](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-communication-studies/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-communication-studies/>)
- [Communication \(B.S.\) Concentration in Film Studies](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-film-studies/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-film-studies/>)

- [Communication \(B.S.\) Concentration in Journalism](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-journalism/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-journalism/>)
- [Communication \(B.S.\) Concentration in Public Relations](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-public-relations/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-bs-concentration-public-relations/>)
- [Communication Minor](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-minor/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/communication-minor/>)
- [Strategic Communication \(M.S.\)](https://catalog.lamar.edu/college-fine-arts-communication/communication-media/strategic-communication/) (<https://catalog.lamar.edu/college-fine-arts-communication/communication-media/strategic-communication/>)