

B.S. in Communication

Students build skills in media, writing, and communication strategy within aviation-informed learning environments supported by experienced faculty and strong industry connections.

On the **Daytona Beach Campus**, the B.S. in Communication prepares students to accurately and effectively communicate scientific and technological information to diverse audiences, providing firsthand media and public relations experience through experiential class projects and internships.

In addition, Embry-Riddle's combined program pathway allows students to begin working on a Master of Business Administration (MBA) while completing their B.S. in Communication.

While pursuing the degree, students have the opportunity to choose a track in Broadcast Meteorology, gaining broadcast and video editing skills while studying Applied Climatology, Satellite and Radar Weather Interpretation, Global Climate Change, and more.

Students also have the flexibility to tailor their degree to specific fields and industries by selecting minor areas of study such as Space Studies, Marketing, or Emergency Management, along with culminating internship or capstone experiences.

The **Worldwide Campus'** online B.S. in Communication prepares students for a broad spectrum of careers—from public relations to technical writing to crisis communication—with the flexibility to learn on their own schedule, whenever and wherever it's most convenient. As modern society is increasingly influenced by developments in new media, science, and technology, the demand for skilled communicators continues to grow, with higher than average job growth for communication roles.

Students specialize in one of two areas: Aviation, Science & Technology Communication or Crisis, Risk & Resilience Communication. Students also have the opportunity to minor in another field of study, such as International Relations, Marketing, or Project Management, to tailor their degree to their interests and career goals. The program culminates in either a Senior Project or an Internship, giving students the ability to apply their communication knowledge and skills in a real-world setting.

The Worldwide Communication program has a STEM designation, recognized by the U.S. Department of Homeland Security under CIP code 09.0702: Digital Communication and Media/Multimedia.

Program-Level Student Learning Outcomes

Students will:

- Apply the legal and ethical principles unique to the study and practice of communication.
- Analyze the development, principles, and goals of communication theories and put appropriate research methods into practice.
- Employ effective information gathering and news writing skills.
- Write professional documents for diverse audiences, purposes, and genres.
- Create effective speeches and presentations.
- Design effective visual and digital artifacts.

Daytona Beach Program Requirements

General Education Requirements	36
Core Requirements	36
Area of Concentration	21
Option	15-18
Broadcast Meteorology Track or Minor	
Electives	9-12
Total Credits	120

General Education Requirements

Communication	9
COMM 122 English Composition	
COMM 219 Speech	
Communications (COMM) above COMM 106	
Humanities - Lower Level	3
Social Sciences - Lower Level	3
Humanities/Social Sciences - Lower or Upper Level	3
Humanities/Social Sciences - Upper Level	3
Computer Science/Information Technology	3
Mathematics *	6
Physical/Life Sciences *	6
One Course Must Include a Lab	
Total Credits	36

* Students in the Broadcast Meteorology Track are advised to take STAT 222 as one of their General Education Mathematics requirements as these students will use statistical analyses, and WEAX 201 as one of the science requirements.

Core Requirements

COMM 180 Media Literacy	3
COMM 285 Editing and Multimedia Production	3
or COMM 230 Digital Photography	
COMM 250 Introduction to Communication Theory	3
or COMM 260 Introduction to Media	
COMM 265 Introduction to Newswriting and Reporting	3
COMM 270 Communication Research Theory and Methods	3
COMM 320 Mass Communication Law and Ethics	3
COMM 322 Aviation and Aerospace Communication	3
COMM 330 Science and Technology Communication	3
COMM 360 Public Relations	3
COMM 362 Communication and Organizational Culture	3
COMM 364 Visual Design	3
HUMN 490 Senior Thesis	3
or COIN 496 Co-Operative Education	
Total Credits	36

Area of Concentration

Aerospace, Science, and Technology (AST) Communication Specialization

Group 1 Electives	
Choose Four of the Following:	12
COMM 268 Sports Writing	
COMM 325 Mass Media and Current Events	
COMM 326 Social Media Communication	
COMM 332 Cross-Cultural Communication	
COMM 350 Environmental Communication	
COMM 363 Communication and Society	
COMM 375 The Nature of Language	
COMM 399 Special Topics in Communication	
COMM 415 Nonverbal Communication	
COMM 460 Crisis Communication	
COMM 499 Special Topics in Communication	
HUMN 143 Introduction to Rhetoric	
WEAX 280 Introduction to Broadcast Meteorology **	
WEAX 475 Video Production **	
Group 2 Electives	

Choose Three of the Following:

9

AMST 118	Aircraft Familiarization and Regulations	
ASCI 120	Principles of Aeronautical Science	
ASCI 202	Introduction to Aeronautical Science	
ASCI 254	Aviation Legislation	
ASCI 257	Flight Physiology	
ASTR 224	Astronomy	
ATMG 202	Introduction to Air Traffic Management	
AVSF 210	Introduction to Aerospace Safety	
AVSF 320	Human Factors in Aviation Safety	
BIOL 120	Foundations of Biology I	
BIOL 121	Foundations of Biology II	
EVSC 142	Introduction to Environmental Science	
BUAN 125	Foundations in Business Data Analytics	
BUAN 232	Techniques in Business Analytics	
CIVE 222	Introduction to Environmental Engineering	
CPSC 118	Fundamentals of Computer Programming	
CPSC 120	Introduction to Computing in Aviation	
CYBR 155	Foundations of Information Security	
CYBR 235	Computer and Network Technologies	
GEOS 210	Introduction to Geographic Information Systems	
GEOS 215	Introduction to Geoscience	
HIST 130	History of Aviation in America	
HUMN 302	Contemporary Issues in Science	
HUMN 335	Technology and Modern Civilization	
PHYS 113	Introductory Physics I	
PHYS 116	Foundations in the Sciences	
PSYC 320	Aviation Psychology	
SPAC 110	Introduction to Space Flight	
SPAC 200	Planetary and Space Exploration	
SPAC 210	Space Transportation System	
SPAC 215	Space Station Systems and Operations	
SPAC 220	Life Support Systems	
SPAC 230	Space Policy and Law - History	
SFTY 205	Principles of Accident Investigation	
SFTY 315	Environmental Compliance and Safety	
UNSY 220	Uncrewed Aircraft Systems	
WEAX 201	Introduction to Meteorology **	
WEAX 301	Aviation Weather **	
Total Credits		21

** Required course for students in the Broadcast Meteorology Track

Broadcast Meteorology Track Option

WEAX 261	Applied Climatology	3
WEAX 327	Introduction to Weather Analysis and Forecasting	3
WEAX 361	Global Climate Change	3
WEAX 363	Thunderstorms	3
WEAX 365	Satellite and Radar Weather Interpretation	3
WEAX 380	Advanced Broadcast Meteorology	3
Total Credits		18

Minor Option

Minor	15
Required of all majors except those on the Broadcast Meteorology Track	
Total Credits	15

Electives

Open Electives	9-12
Credit total may vary pending the choice of Option (Minor or Broadcast Meteorology Track)	
Total Credits	9-12

Suggested Plans of Study**Option: Minor****Year One**

Requirements	Credits
BUAN 125 - Foundations in Business Data Analytics	3
COMM 122 - English Composition	3
MATH 120 - Applied College Algebra	3
Group 2 Electives	3
Physical/Life Sciences Lecture	3
Semester Hours	15

Requirements	Credits
COMM 219 - Speech	3
Humanities (140 Series)	3
MATH 220 - Concepts of Calculus	3
Physical/Life Sciences Lecture and Lab	3
Social Sciences - Lower Level	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 250 - Introduction to Communication Theory	3
COMM 265 - Introduction to Newswriting and Reporting	3
Communication 2XX	3
Humanities/Social Sciences - Lower or Upper Level	3
Open Elective	3
Semester Hours	15

Requirements	Credits
COMM 180 - Media Literacy	3
Group 2 Electives	3
Group 2 Electives	3
Open Elective	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
COMM 285 - Editing and Multimedia Production	3
COMM 330 - Science and Technology Communication	3
Group 1 Electives	3
Humanities or Social Sciences - Upper Level	3
Minor Course	3
Semester Hours	15

Requirements	Credits
COMM 270 - Communication Research Theory and Methods	3
COMM 320 - Mass Communication Law and Ethics	3
COMM 364 - Visual Design	3
Group 1 Elective	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
COMM 360 - Public Relations	3
COMM 362 - Communication and Organizational Culture	3
Minor Course	3
Minor Course	3
Group 1 Elective	3
Semester Hours	15

Requirements	Credits
COMM 322 - Aviation and Aerospace Communication	3
COIN 496 - Co-Operative Education or HUMN 490 - Senior Thesis	3
Group 1 Elective	3
Minor Course	3
Minor Course	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

The following core (required) courses in the Bachelor of Science in Communication are offered once every two years: COMM 180, COMM 250, COMM 270, COMM 285, COMM 320, COMM 322, COMM 330, COMM 360, COMM 362 and COMM 364.

Option: Communication Broadcast Media Track

Year One

Requirements	Credits
BUAN 125 - Foundations in Business Data Analytics	3
COMM 122 - English Composition	3
MATH 120 - Applied College Algebra	3
Physical/Life Sciences Lecture	3

WEAX 201 - Introduction to Meteorology	3
--	---

Semester Hours	15
-----------------------	-----------

Requirements	Credits
COMM 219 - Speech	3
Humanities - Lower Level (140 Series)	3
Social Sciences - Lower Level	3
STAT 222 - Business Statistics	3
WEAX 301 - Aviation Weather	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 2XX	3
COMM 250 - Introduction to Communication Theory	3
COMM 265 - Introduction to Newswriting and Reporting	3
Humanities/Social Sciences - Lower or Upper Level	3
Open Elective	3
Semester Hours	15

Requirements	Credits
COMM 180 - Media Literacy	3
Group 2 Elective	3
Physical/Life Sciences Lecture and Lab	3
WEAX 280 - Introduction to Broadcast Meteorology	3
WEAX 327 - Introduction to Weather Analysis and Forecasting	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
COMM 285 - Editing and Multimedia Production	3
COMM 330 - Science and Technology Communication	3
Humanities or Social Sciences - Upper Level	3
WEAX 261 - Applied Climatology	3
WEAX 363 - Thunderstorms	3
Semester Hours	15

Requirements	Credits
COMM 270 - Communication Research Theory and Methods	3
COMM 320 - Mass Communication Law and Ethics	3
COMM 364 - Visual Design	3
Open Elective	3

WEAX 380 - Advanced Broadcast Meteorology	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
COMM 360 - Public Relations	3
COMM 362 - Communication and Organizational Culture	3
Group 1 Elective	3
WEAX 361 - Global Climate Change	3
WEAX 475 - Video Production	3
Semester Hours	15

Requirements	Credits
COIN 496 - Co-Operative Education or HUMN 490 - Senior Thesis	3
COMM 322 - Aviation and Aerospace Communication	3
WEAX 365 - Satellite and Radar Weather Interpretation	3
Group 1 Elective	3
Open Elective	3
Semester Hours	15

Total Credits

Total Hours for All Requirements: 30

The following core (required) courses in the Bachelor of Science in Communication are offered once every two years: COMM 180, COMM 250, COMM 270, COMM 285, COMM 320, COMM 322, COMM 330, COMM 360, COMM 362 and COMM 364.

Worldwide Program Requirements

General Education Requirements	36
Core Requirements	36
Specialization	21
Minor	15-22
Electives	5-12
Total Credits	120

Program Details

The Bachelor of Science in Communication requires successful completion of a minimum of 120 credit hours. Students enrolled in the Worldwide Undergraduate Online program may complete the degree in 20 terms, or approximately four years, assuming full-time enrollment and continuous progress. Students pursuing this undergraduate degree must earn a minimum cumulative grade point average (CGPA) of 2.00 for all work completed at the University. The courses required to earn this degree are listed below.

Students must complete one of two program specializations: Aerospace, Science and Technology Communication or Crisis, Risk and Resilience Communication. In addition, students are required to complete an approved minor in consultation with their academic advisor. The selected specialization and minor will help tailor the program to the student's academic interests and career goals while satisfying degree requirements.

Students should be aware that many courses have prerequisites and/or corequisites. Students are responsible for ensuring that all prerequisite and degree requirements are satisfied prior to enrollment in advanced coursework. The suggested plan of study is provided as a guide. A student's actual plan of study may vary based on term of admission,

course availability, transfer credit, and other academic considerations. Students should consult with their academic advisor to develop an individualized plan of study.

General Education Requirements

Communication	9
COMM 122 English Composition	
COMM 219 Speech	
Communication (COMM) above COMM 106	
Humanities - Lower Level	3
Social Sciences - Lower Level	3
Humanities/Social Sciences - Lower or Upper Level	3
Humanities/Social Sciences - Upper Level	3
Computer Science/Information Technology	3
Mathematics	6
Any Mathematics 6-Hour Sequence Above MATH 106	
Physical/Life Sciences	6
Total Credits	36

Core Requirements

COMM 180 Media Literacy	3
COMM 230 Digital Photography	3
or COMM 285 Editing and Multimedia Production	
COMM 250 Introduction to Communication Theory	3
or COMM 260 Introduction to Media	
COMM 265 Introduction to Newswriting and Reporting	3
COMM 270 Communication Research Theory and Methods	3
COMM 320 Mass Communication Law and Ethics	3
COMM 322 Aviation and Aerospace Communication	3
COMM 330 Science and Technology Communication	3
COMM 360 Public Relations	3
COMM 362 Communication and Organizational Culture	3
COMM 364 Visual Design	3
COMM 490 Senior Project	3
or COIN 496 Co-Operative Education	
Total Credits	36

Specializations

Aerospace, Science, and Technology Communication Specialization

Choose Four of the Following:	12
COMM 280 Rhetorical Strategies and Analysis	
COMM 332 Cross-Cultural Communication	
COMM 350 Environmental Communication	
COMM 363 Communication and Society	
COMM 365 Communication for Resilience	
COMM 415 Nonverbal Communication	
COMM 460 Crisis Communication	
COMM 480 Advanced Seminar in Crisis and Risk Communication	
HUMN 143 Introduction to Rhetoric	
Choose Three of the Following:	9
ASCI 202 Introduction to Aeronautical Science	
ASCI 254 Aviation Legislation	
ASCI 257 Flight Physiology	
AVSF 210 Introduction to Aerospace Safety	
AVSF 320 Human Factors in Aviation Safety	
BIOL 120 Foundations of Biology I	
EVSC 142 Introduction to Environmental Science	

CPSC 123	Introduction to Computing for Data Analysis	
CYBR 155	Foundations of Information Security	
HIST 130	History of Aviation in America	
HUMN 335	Technology and Modern Civilization	
PHYS 123	Science of Flight	
PSYC 320	Aviation Psychology	
SPAC 110	Introduction to Space Flight	
SFTY 205	Principles of Accident Investigation	
SFTY 315	Environmental Compliance and Safety	
UNSY 220	Uncrewed Aircraft Systems	
WEAX 201	Introduction to Meteorology	
WEAX 301	Aviation Weather	
Total Credits		21

Crisis, Risk & Resilience Communication

Specialization

COMM 332	Cross-Cultural Communication	3
COMM 365	Communication for Resilience	3
COMM 460	Crisis Communication	3
COMM 480	Advanced Seminar in Crisis and Risk Communication	3
Choose Three of the Following:		9
EMGY 310	Fundamentals of Emergency Management	
EMGY 405	Disaster Policy and Management	
EMGY 430	Emergency Management and Contingency Planning	
ESVS 301	Community Risk Reduction for the Fire and Emergency Services	
ESVS 305	Fire Prevention Organization and Management	
ESVS 402	Fire and Emergency Services Administration	
HLSC 110	Introduction to Homeland Security	
HLSC 215	Introduction to Industrial Security	
HLSC 280	Professional Skills in Homeland Security	
HLSC 315	Critical Infrastructure Security, Resilience, and Risk Analysis	
HLSC 360	Strategic Planning and Decision Making in Homeland Security	
HLSC 410	Exercise Design and Evaluation in Homeland Security	
Total Credits		21

Minor

Minor	15-22
Total Credits	15-22

Electives

Open Electives *	5-12
Total Credits	5-12

* Open Elective credits are dependent on choice of minor

Suggested Plans of Study

Specialization: Aviation, Science & Technology Communication

Year One

Requirements	Credits
COMM 122 - English Composition	3
MATH Sequence above MATH 106	3
Semester Hours	6

Requirements	Credits
COMM 219 - Speech	3
MATH Sequence above MATH 106	3
Semester Hours	6

Requirements	Credits
COMM 180 - Media Literacy	3
Computer Science/Information Technology	3
Semester Hours	6

Requirements	Credits
Communication (COMM 222 Recommended)	3
Physical/Life Sciences	3
Semester Hours	6

Requirements	Credits
Humanities - Lower Level	3
Physical/Life Sciences	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 265 - Introduction to Newswriting and Reporting	3
Social Sciences - Lower Level	3
Semester Hours	6

Requirements	Credits
COMM 230 - Digital Photography	3
Humanities/Social Sciences - Lower or Upper Level	3
Semester Hours	6

Requirements	Credits
COMM 270 - Communication Research Theory and Methods	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Humanities/Social Sciences - Upper Level	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 260 - Introduction to Media	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
COMM 362 - Communication and Organizational Culture	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 360 - Public Relations	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 320 - Mass Communication Law and Ethics	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 322 - Aviation and Aerospace Communication	3
COMM 364 - Visual Design	3
Semester Hours	6

Requirements	Credits
COMM 330 - Science and Technology Communication	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
Program Specialization/Minor/ Elective Course	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Program Specialization/Minor/ Elective Course	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Program Specialization/Minor/ Elective Course	3

Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Program Specialization/Minor/ Elective Course	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Program Specialization/Minor/ Elective Course	3
COMM 490 - Senior Project or COIN 496 - Co-Operative Education	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Specialization: Crisis, Risk & Resilience
Communication

Year One

Requirements	Credits
COMM 122 - English Composition	3
MATH Sequence above MATH 106	3
Semester Hours	6

Requirements	Credits
COMM 219 - Speech	3
MATH Sequence above MATH 106	3
Semester Hours	6

Requirements	Credits
COMM 180 - Media Literacy	3
Computer Science/Information Technology	3
Semester Hours	6

Requirements	Credits
Communication (COMM 222 Recommended)	3
Physical/Life Sciences	3
Semester Hours	6

Requirements	Credits
Humanities - Lower Level	3
Physical/Life Sciences	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Year Two

Requirements	Credits
COMM 265 - Introduction to Newswriting and Reporting	3
Social Sciences - Lower Level	3
Semester Hours	6

Requirements	Credits
COMM 230 - Digital Photography	3
Humanities/Social Sciences - Lower or Upper Level	3
Semester Hours	6

Requirements	Credits
COMM 270 - Communication Research Theory and Methods	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Humanities/Social Sciences - Upper Level	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 260 - Introduction to Media	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Year Three

Requirements	Credits
COMM 362 - Communication and Organizational Culture	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 360 - Public Relations	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 320 - Mass Communication Law and Ethics	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 322 - Aviation and Aerospace Communication	3
COMM 364 - Visual Design	3
Semester Hours	6

Requirements	Credits
COMM 330 - Science and Technology Communication	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Year Four

Requirements	Credits
COMM 322 - Aviation and Aerospace Communication	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
Program Specialization/Minor/ Elective Course	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 460 - Crisis Communication	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 365 - Communication for Resilience	3
Program Specialization/Minor/ Elective Course	3
Semester Hours	6

Requirements	Credits
COMM 480 - Advanced Seminar in Crisis and Risk Communication	3
COMM 490 - Senior Project or COIN 496 - Co-Operative Education	3
Semester Hours	6

Total Credits

Total Hours for All Requirements: 30

Estimated Cost of Attendance

Estimated Cost of Attendance: California Student Information (<https://catalog.erau.edu/student-life/student-affairs/california-student/>)