

B.S. in Communication

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 between 2020 and 2030. Embry Riddle's unique Bachelor of Science in Communication (COMD) program equips students with the knowledge and skills needed to succeed in a variety of communication-related careers, from public relations to technical writing to crisis communication.

The COMD program trains students to hone their communication skills; to practice gathering, analyzing, and disseminating information to a variety of audiences; to represent information through effective written, verbal, nonverbal, visual, and digital communication; and to integrate knowledge with practice in communication. Students explore communication in areas such as media literacy, public relations, law, visual design, and more!

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.

Finally, 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.

Estimated Cost of Attendance

Students will:

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

DEGREE REQUIREMENTS

General Education

General Education

Embry-Riddle courses in the general education categories of Communication Theory and Skills, and Humanities and Social Sciences may be chosen from those listed below, assuming prerequisites are met. Courses from other institutions are acceptable if they fall into these broad categories and are at the level specified.

Communication Theory and Skills	9
ENGL 123 English Composition	3
ENGL (above ENGL 106) and COMD 219	6
Humanities and Social Sciences	12
Lower-Level Humanities	3
Lower-Level Social Sciences	3
Lower-Level or Upper-Level Humanities or Social Sciences	3
Upper-Level Humanities or Social Sciences	3
Any Physical and Life Sciences	6
Any Mathematics 6-hour sequence above MATH 106	6
Any Computer Science / Information Technology	3
Total Credits	36

Core/Major

Communication Core	36
COMD 180 Media Literacy	3
COMD 230 Digital Photography	3
COMD 260 Introduction to Media	3
COMD 265 Introduction to Newswriting and Reporting	3
COMD 295 Rhetorical Strategies and Analysis	3
COMD 320 Mass Communication Law and Ethics	3
COMD 360 Public Relations	3
COMD 362 Communication and Organizational Culture	3
COMD 363 Communication and Society	3
COMD 364 Visual Design	3
COMD 415 Nonverbal Communication	3
COMD 495 Senior Project	3**
or COIN 496 Co-Operative Education	

**When taken as a part of the BS Communication degree, COIN 496 is a 3 credit hour course, and credit hours are approved by the Program Chair.

Program Specialization 21

Choose one Specialization

Minors

Minor*** 15-21

Select a minor, in consultation with your advisor.

***For students in the Bachelor of Science in Communication degree program the RSCH 202 prerequisite for courses in a minor is waived since RSCH 202 is not required for the program.

(View Minors)

Open Electives 6-12

Open elective credits are dependent upon the selected minor.

Total Degree Requirements 120

Program Specializations

Aviation, Science & Technology Communication Specialization

The Aviation, Science & Technology Communication Specialization focuses on the nexus of communication in aviation, science, and technology contexts. Students develop a foundational understanding of effective communication strategies within these dynamic fields, mastering the art of addressing communication challenges as well as gathering, analyzing, and disseminating scientific and technological information to a variety of audiences.

COMD 225 Science and Technology Communication	3
COMD 322 Aviation and Aerospace Communication	3
COMD 335 Technology and Modern Civilization	3
COMD 350 Environmental Communication	3
Select three courses (9 hours) from the following options	
ASCI 110 Introduction to Space Flight	3
ASCI 202 Introduction to Aeronautical Science	3
ASCI 254 Aviation Legislation	3
BSAS 210 Introduction to Aerospace Safety	3
CSCI 123 Introduction to Computing for Data Analysis	3
PHYS 123 Science of Flight	3
PHYS 142 Introduction to Environmental Science	3
SFTY 205 Principles of Accident Investigation	3

WEAX 201	Meteorology I	3
Total Credits		21

Crisis, Risk & Resilience Communication

Specialization

Students who select the Crisis, Risk & Resilience Communication Specialization cannot pursue the Crisis, Risk & Resilience Communication Minor.

The Crisis, Risk & Resilience Communication Specialization explores the intersections between communication and safe and secure societies and industries. Students gain a foundation in communication for risk management, crisis response and fostering resilience in multidisciplinary contexts; effectively communicating across the phases of the national preparedness cycle; knowledge of historical, legal and policy foundations of communication challenges and approaches in an all-hazards and whole-community context of civil security.

COMD 365	Communication for Resilience	3
COMD 420	Applied Cross Cultural Communication	3
COMD 460	Crisis Communication	3
COMD 480	Advanced Seminar in Crisis and Risk Communication	3

Select three courses (9 hours) from the following options

EMGY 310	Fundamentals of Emergency Management	3
EMGY 405	Disaster Policy and Management	3
EMGY 430	Emergency Management and Contingency Planning	3
ESVS 301	Community Risk Reduction for the Fire and Emergency Services	3
ESVS 305	Fire Prevention Organization and Management	3
ESVS 402	Fire and Emergency Services Administration	3
HLSD 110	Introduction to Homeland Security	3
HLSD 215	Introduction to Industrial Security	3
HLSD 280	Professional Skills in Homeland Security	3
HLSD 315	Critical Infrastructure Security, Resilience, and Risk Analysis	3
HLSD 360	Strategic Planning and Decision Making in Homeland Security	3
HLSD 410	Exercise Design and Evaluation in Homeland Security	3
Total Credits		21

COMD to MSHSR 4+1 Program: Accelerated Pathway

By combining the Bachelor of Science in Communication (COMD) with the Master of Science in Human Security and Resilience (MSHR), students gain a unique advantage, equipping them with advanced communication skills and interdisciplinary expertise to effectively address pressing global challenges.

Students accepted into the 4+1 program, spend three academic years in undergraduate-level study of Communication. Students pursuing the 4+1 must select the COMD Program Specialization in Crisis, Risk & Resilience Communication. At the beginning of the senior year (having earned at least 75 credit hours with a 3.0 CGPA), students will take 9 credit hours of MHSR coursework.

Upon completion of Bachelor of Science in Communication (COMD) requirements, students will be enrolled in graduate school and can complete their Master of Science in Human Security and Resilience (MSHR) degree in one year. Instead of COMD Open Electives, students will take MHSR 500 Introduction to Human Security and 2 courses from the following options: MHSR 515 International Law and US Security

Policy, MHSR 520 Principles of International Conflict Resolution, MHSR 530 Environmental Security, or MHSR 540 Foundations of Resilience.

In any graduate course taken by an undergraduate student, a grade of B or better must be earned. If a grade of C or F is earned in the MSHSR graduate courses taken for COMD credit, the student will be removed from the 4+1 program, have credit awarded to the COMD degree only, and may continue to complete the COMD degree.

Students initiate program acceptance through their Academic Advisor or Campus Advisor to ensure program criteria are met. Student Advisors will complete the request for processing into the 4+1 program.