# BA in Organizational & Corporate Communication

## Degree Plan

**BA in Organizational & Corporate Communication**

Required Credits: 120

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Required</td>
<td>This program requires the selection of a minor.</td>
<td>18</td>
</tr>
<tr>
<td>University Core Curriculum</td>
<td>Complete the University Core Curriculum requirements. (p. 3)</td>
<td>42</td>
</tr>
<tr>
<td>Organizational and Corporate Communication Major</td>
<td>Required Courses:</td>
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</tr>
<tr>
<td>COMM 1370</td>
<td>Intro To Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3320</td>
<td>Writing for PR &amp; Corp Comm</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3321</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3322</td>
<td>Communication and Conflict</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3323</td>
<td>Comm &amp; Org Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3355</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3371</td>
<td>Communication Theory/Analysis</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4323</td>
<td>Case Studies -Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4372</td>
<td>Methods of Research in Comm</td>
<td>3</td>
</tr>
<tr>
<td>Communication Electives:</td>
<td>Select nine hours from the following, with at least six being upper-division:</td>
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<tr>
<td>COMM 1301</td>
<td>Public Speaking</td>
<td></td>
</tr>
<tr>
<td>COMM 1302</td>
<td>Business/Profession Comm</td>
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</tr>
<tr>
<td>COMM 1370</td>
<td>Intro To Communication Studies</td>
<td></td>
</tr>
<tr>
<td>COMM 2310</td>
<td>Basic Multimedia Writing</td>
<td></td>
</tr>
<tr>
<td>COMM 2330</td>
<td>Principles of Advertising</td>
<td></td>
</tr>
<tr>
<td>COMM 2344</td>
<td>Digital Video and Audio Prod</td>
<td></td>
</tr>
<tr>
<td>COMM 2350</td>
<td>Interpersonal Communication</td>
<td></td>
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<tr>
<td>COMM 2352</td>
<td>Persuasion &amp; Social Influence</td>
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<tr>
<td>COMM 2372</td>
<td>Mass Media and Society</td>
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<tr>
<td>COMM 2373</td>
<td>Intermediate Multimedia Writing</td>
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<tr>
<td>COMM 3313</td>
<td>News Gathering &amp; Investigation</td>
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<tr>
<td>COMM 3316</td>
<td>Digital Photography</td>
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<tr>
<td>COMM 3321</td>
<td>Public Relations</td>
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<tr>
<td>COMM 3322</td>
<td>Communication and Conflict</td>
<td></td>
</tr>
<tr>
<td>COMM 3323</td>
<td>Comm &amp; Org Leadership</td>
<td></td>
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<tr>
<td>COMM 3336</td>
<td>International Advertising</td>
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<td>COMM 3338</td>
<td>Integrated Marketing Comm</td>
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<tr>
<td>COMM 3339</td>
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<td>COMM 3340</td>
<td>New Media Advertising</td>
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<tr>
<td>COMM 3344</td>
<td>Media Programming for Radio/TV</td>
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<tr>
<td>COMM 3353</td>
<td>Intercultural Communication</td>
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<tr>
<td>COMM 3355</td>
<td>Organizational Communication</td>
<td></td>
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<tr>
<td>COMM 3357</td>
<td>New Communication Technologies</td>
<td></td>
</tr>
<tr>
<td>COMM 3371</td>
<td>Communication Theory/Analysis</td>
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<tr>
<td>COMM 4300</td>
<td>Communication Internship</td>
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<tr>
<td>COMM 4312</td>
<td>Feature Writing</td>
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</table>
COMM 4313  SR Capst: Digital News Bureau
COMM 4323  Case Studies - Public Relations
COMM 4330  Media Planning & Buying
COMM 4331  Ad Sales and Management
COMM 4341  Media Announcing & Performance
COMM 4350  Selected Topics
COMM 4352  Contemporary Rhetoric
COMM 4360  Environmental Communication
COMM 4361  Environmental Conflict & Comm
COMM 4362  Gender and Communication
COMM 4363  Political Communication
COMM 4364  Communicating Positive Devian
COMM 4365  Comm Healthy Communities
COMM 4366  Communication of Public Herit
COMM 4368  Borderlands Communication
COMM 4371  Communication Law and Society
COMM 4372  Methods of Research in Comm

Open Electives
Select additional hours to complete a total of one hundred twenty hours

Foreign Language
Select six credit of Foreign Language. All six credits must be in the same language sequence. ¹

Block Electives
Complete twelve upper-division hours from the blocks below, with three to six hours in each (p. 7)

Total Hours 120

¹ French and Spanish majors must fulfill this requirement in a language other than their major.

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**BA in Organizational & Corporate Communication with Concentration in 8-12 Speech**

**8-12 Speech Certification**

Teacher Certification—Students seeking the BA degree in Communication can choose a minor in secondary teacher education with certification in Journalism or Speech. The Communication Studies Concentration with a minor in secondary education will lead to certification in Speech.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Background Check Required</strong></td>
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</tr>
<tr>
<td></td>
<td>A complete background check is required of all students who wish to receive teacher certification in the State of Texas. Students will be required to pass a background check before certification will be conferred by the State Board of Educator Certification (SBEC).</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>University Core Curriculum</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Complete the University Core Curriculum requirements. (p. 3)</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td><strong>Organization and Corporate Communication Major</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Required Courses:</td>
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<tr>
<td>COMM 1370</td>
<td>Intro To Communication Studies</td>
<td>3</td>
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<tr>
<td>COMM 3320</td>
<td>Writing for PR &amp; Corp Comm</td>
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</tr>
<tr>
<td>COMM 3321</td>
<td>Public Relations</td>
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<tr>
<td>COMM 3322</td>
<td>Communication and Conflict</td>
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</tr>
<tr>
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<td>3</td>
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<tr>
<td>COMM 4323</td>
<td>Case Studies - Public Relations</td>
<td>3</td>
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<td>COMM 4372</td>
<td>Methods of Research in Comm</td>
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<td>Select two courses from the following:</td>
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<td>COMM 2350</td>
<td>Interpersonal Communication</td>
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<td>COMM 3354</td>
<td>Small Group</td>
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COMM 4352  Contemporary Rhetoric

**Secondary Education Minor**

**Required Courses:**
- EDPC 3300  Developmental Variations  3
- RED 3342  Content Area Literacy  3
- SCED 3311  Curriculum Plan-Secondary Schl  3
- SCED 3312  General Methods in Sec School  3
- SCED 3317  Multicultural Ed in Sec School  3
- SCED 4691  Student Teaching in Sec School  6

**Open Electives**

Select additional hours to complete a total of one hundred twenty hours

**Foreign Language**

Select six credit of Foreign Language. All six credits must be in the same language sequence. 1  6

**Block Electives**

Complete twelve upper-division hours from the blocks below, with three to six hours in each (p. 1)  12

Total Hours  120

1 French and Spanish majors must fulfill this requirement in a language other than their major.

**University Core Curriculum**

NOTE: The department may make specific suggestions for courses which are most applicable towards your major.

**Psychology and Criminal Justice majors and minors** are required to take MATH 1320 Math for Social Sciences I or a higher level Calculus course.

**Business majors** are required to take MATH 1320 Math for Social Sciences I or a higher level Calculus course.

NOTE: All courses require a C or better

**Communication (six hours)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>The objective of the communication component is to enable the student to communicate effectively in clear and correct prose or orally in a style appropriate to the subject, occasion, and audience.</td>
<td></td>
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<tr>
<td>Select six hours of the following:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>For students whose secondary education was in English:</td>
<td></td>
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<tr>
<td>COMM 1611</td>
<td>Written and Oral Communication</td>
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</tr>
<tr>
<td>ENGL 1313</td>
<td>Writing About Literature</td>
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</tr>
<tr>
<td>RWS 1301</td>
<td>Rhetoric &amp; Composition I</td>
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<tr>
<td>RWS 1302</td>
<td>Rhetoric &amp; Composition 2</td>
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<tr>
<td>RWS 1601</td>
<td>Rhetoric, Composition &amp; Comm</td>
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</tr>
<tr>
<td>For students whose secondary education was not in English:</td>
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<tr>
<td>ESOL 1311</td>
<td>Expos Engl Compos-Spkr Esl</td>
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<tr>
<td>ESOL 1312</td>
<td>Res &amp; Crit Writng Spkr Esl</td>
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<td>Total Hours</td>
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**American History (six hours)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>The objectives of the history component are to expand students' knowledge of the origin and history of the U.S., their comprehension of the past and current role of the U.S. in the world, and their ability to critically evaluate and analyze historical evidence. U.S. history courses (three hours must be Texas history) include:</td>
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<tr>
<td>HIST 1301</td>
<td>History of U.S. to 1865</td>
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</tr>
<tr>
<td>HIST 1302</td>
<td>History of U.S. Since 1865</td>
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<td>Total Hours</td>
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## Language, Philosophy & Culture (three hours)

<table>
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<tr>
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<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>CHIC 2302</td>
<td>Latina/o Presence in the U.S.</td>
<td>3</td>
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<tr>
<td>ENGL 2311</td>
<td>English Literature</td>
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<tr>
<td>ENGL 2312</td>
<td>English Literature</td>
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<tr>
<td>ENGL 2313</td>
<td>Intro to American Fiction</td>
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<tr>
<td>ENGL 2314</td>
<td>Intro to American Drama</td>
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<tr>
<td>ENGL 2318</td>
<td>Intro to American Poetry</td>
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<tr>
<td>FREN 2322</td>
<td>Making of the &quot;Other&quot; Americas</td>
<td></td>
</tr>
<tr>
<td>HIST 2301</td>
<td>World History to 1500</td>
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</tr>
<tr>
<td>HIST 2302</td>
<td>World History Since 1500</td>
<td></td>
</tr>
<tr>
<td>PHIL 1301</td>
<td>Introduction to Philosophy</td>
<td></td>
</tr>
<tr>
<td>PHIL 2306</td>
<td>Ethics</td>
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<tr>
<td>RS 1301</td>
<td>Introduct to Religious Studies</td>
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<tr>
<td>SPAN 2340</td>
<td>Seeing &amp; Naming: Conversations</td>
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<tr>
<td>WS 2300</td>
<td>Introduction to Womens Studies</td>
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<tr>
<td>WS 2350</td>
<td>Global Feminisms</td>
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<td><strong>Total Hours</strong></td>
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## Mathematics (three hours)

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<tbody>
<tr>
<td>MATH 1309</td>
<td>College Algebra</td>
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<tr>
<td>MATH 1310</td>
<td>Trigonometry and Conics</td>
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<tr>
<td>MATH 1319</td>
<td>Math in the Modern World</td>
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<td>MATH 1320</td>
<td>Math for Social Sciences I</td>
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<tr>
<td>MATH 1411</td>
<td>Calculus I</td>
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<tr>
<td>MATH 1508</td>
<td>Pre-calculus</td>
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<td>MATH 2301</td>
<td>Math for Social Sciences II</td>
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<tr>
<td>STAT 1380</td>
<td>Statistical Literacy</td>
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<tr>
<td>STAT 2480</td>
<td>Elementary Statistical Methods</td>
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<td><strong>Total Hours</strong></td>
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<td><strong>3</strong></td>
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</table>

1 A higher-level course in the calculus sequence can be substituted.
2 TCCN MATH 1314 will also satisfy this requirement.

## Life & Physical Sciences (six hours)

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<tbody>
<tr>
<td>ASTR 1107</td>
<td>Astronomy Lab I</td>
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<tr>
<td>ASTR 1307</td>
<td>Elem Astronomy-Solar System</td>
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<tr>
<td>ASTR 1308</td>
<td>Elem Astr Stars &amp; Galaxies</td>
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<tr>
<td><strong>Total Hours</strong></td>
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<td><strong>3</strong></td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
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<tr>
<td>BIOL 1103</td>
<td>Introductory Biology Lab</td>
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<tr>
<td>BIOL 1104</td>
<td>Human Biology Laboratory</td>
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<tr>
<td>BIOL 1107</td>
<td>Topics in Study of Life I</td>
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<tr>
<td>BIOL 1108</td>
<td>Organismal Biology Laboratory</td>
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<tr>
<td>BIOL 1203</td>
<td>Introductory Biology</td>
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<td>BIOL 1304</td>
<td>Human Biology</td>
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<td>BIOL 1305</td>
<td>General Biology</td>
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<td>BIOL 1306</td>
<td>Organismal Biology</td>
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<tr>
<td>BIOL 2111</td>
<td>Human Anat/Physio Lab I</td>
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<td>BIOL 2113</td>
<td>Human Anat/Physio Lab II</td>
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<td>BIOL 2311</td>
<td>Human Anat/Physiology I</td>
<td></td>
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<tr>
<td>BIOL 2313</td>
<td>Human Anat/Physiology II</td>
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<td>CHEM 1105</td>
<td>Laboratory for CHEM 1305</td>
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<tr>
<td>CHEM 1106</td>
<td>Laboratory for CHEM 1306</td>
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<td>CHEM 1107</td>
<td>Intro General Chemistry Lab</td>
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<tr>
<td>CHEM 1108</td>
<td>Intro Organic &amp; Biochem Lab</td>
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<tr>
<td>CHEM 1305</td>
<td>General Chemistry</td>
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</tr>
<tr>
<td>CHEM 1306</td>
<td>General Chemistry</td>
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<tr>
<td>CHEM 1307</td>
<td>Intro to General Chemistry</td>
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<tr>
<td>CHEM 1308</td>
<td>Intro Organic &amp; Biochemistry</td>
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<td>ESCI 1101</td>
<td>Environmental Sci. Lab</td>
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<td>ESCI 1102</td>
<td>Non-major Lab for ESCI 1301</td>
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<td>ESCI 1202</td>
<td>Intro to Environment Science 2</td>
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<td>ESCI 1301</td>
<td>Intro to Environmental Sci</td>
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<td>GEOG 1106</td>
<td>Laboratory for GEOG 1306</td>
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<tr>
<td>GEOG 1306</td>
<td>Physical Geography</td>
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<tr>
<td>GEOL 1103</td>
<td>Lab for GEOL 1313</td>
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<td>GEOL 1104</td>
<td>Lab for GEOL 1314</td>
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<tr>
<td>GEOL 1111</td>
<td>Principles of Earth Sci - Lab</td>
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<td>GEOL 1112</td>
<td>Laboratory for Geology 1212</td>
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<td>GEOL 1211</td>
<td>Principles of Earth Sciences</td>
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<td>Principles of Earth Science</td>
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<td>GEOL 1230</td>
<td>The Blue Planet</td>
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<td>GEOL 1231</td>
<td>Natural Hazards</td>
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<tr>
<td>GEOL 1313</td>
<td>Intro to Physical Geology</td>
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<td>GEOL 1314</td>
<td>Intro to Historical Geol</td>
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<tr>
<td>HSCI 2302</td>
<td>Fundamentals of Nutrition</td>
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<td>HSCI 2303</td>
<td>Wellness Dynamics</td>
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<td>MICR 2330</td>
<td>Microorganisms and Disease</td>
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<td>PHYS 1403</td>
<td>General Physics I</td>
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<td>PHYS 1404</td>
<td>General Physics II</td>
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<td>PHYS 2420</td>
<td>Introductory Mechanics</td>
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<tr>
<td>PHYS 2421</td>
<td>Introductory Electromagnetism</td>
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</tbody>
</table>

**Political Science (six hours)**

The objectives of the political science component are to expand students' knowledge of the origin and evolution of the U.S. and Texas political systems, focusing on the growth of political institutions, and on the constitutions of Texas and the United States; and to enhance their understanding of federalism, states rights, and individual civil liberties, rights, and responsibilities.

**Required Courses:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>POLS 2310</td>
<td>Introduction to Politics</td>
<td>3</td>
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</table>
### Social and Behavioral Sciences (three hours)

<table>
<thead>
<tr>
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<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 1301</td>
<td>Intro-Phys Anth/Archeolog</td>
<td>3</td>
</tr>
<tr>
<td>ANTH 1302</td>
<td>Intro-Cultural Anthropology</td>
<td></td>
</tr>
<tr>
<td>ANTH 1310</td>
<td>Cultural Geography</td>
<td></td>
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<tr>
<td>ANTH 2320</td>
<td>Intro to Linguistics</td>
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<tr>
<td>CE 2326</td>
<td>Econ for Engrs &amp; Scientists</td>
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**Block Electives**

*(Core courses and courses from major or minor area cannot be counted as block electives)*

**Fine and Performing Arts**

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**Humanities**

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The courses below will apply to different blocks based on the term and section completed

- Please see dept or schedule book (online) for details
  - CHIC 4350 Topics in Chicano Studies
  - WS 3390 Women's Studies: Special Topics

### 4-Year Sample Degree Plan

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