



“The emphasis on Digital & Strategic Communication will fully train students to succeed in the global digital phenomenon while securing a firm foundation in classic communication studies. This degree helps make our communication students masters of the past and successors of the future.”

Dr. José Carlos Lozano
Professor and Chair
College of Arts and Sciences
Department of Communication and Psychology

How to Apply

- 1 Complete application through: applytexas.org**
- 2 Submit* high school transcript and/or official transcript**
- 3 Demonstrate a minimum grade point average of 2.0.**

*** Official high school transcript and Official SAT and ACT scores required when transferring with less than 24 SCH.**

**VISIT US AT:
WWW.TAMIU.EDU/RELLIS**

For more information:
Gloria Y. Perez | Academic Success Coach
Texas A&M International University
College of Arts & Sciences
5201 University Boulevard | Academic Innovation Center 383
Laredo, Texas 78041
956.326.2615 | gloria.perez@tamiu.edu



BACHELOR OF ARTS IN COMMUNICATION

Digital and Strategic Concentration



About Our Degree

Our BA in Communication is a comprehensive and innovative undergraduate degree with a Concentration in Digital and Strategic Communication. The 120-hour program includes courses on all aspects of the communication such as:

- Advertising
- Graphic Design
- Interpersonal and Intercultural Communication
- Mass and Digital Media
- Organizational Communication
- Public Relations.

Degree Benefits

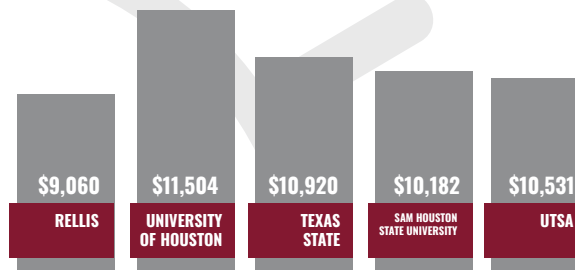
Develop skills, tools, techniques to create and distribute messaging (cultural, entertainment, and informational) across multiple platforms including audio and/or visual, digital media, print, and web.

Career Opportunities

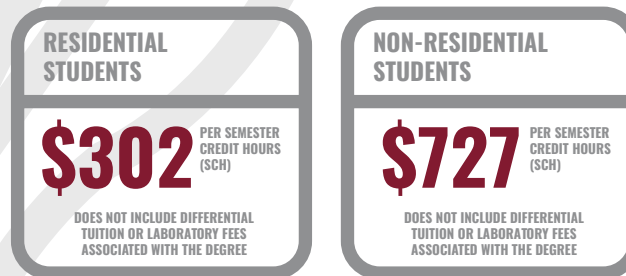
- Storytelling for Video Games
- Travel Photography
- Social Media
- Digital Design.



Tuition Rates Regional Comparison



*Costs for RELLIS are based on a 15-hour course load for fall 2019 and spring 2020 semesters for Texas residents, using tuition and mandatory fees. All other numbers are based on fall 2018 and spring 2019 numbers.



Why TAMIU?



• Ranked first in Texas, third in Nation for highest Mobility Rate.
The New York Times



• Named "Best Bang for the Buck among Southern Colleges."
Washington Monthly College Guide



• One of Texas' "Best Colleges for Getting Jobs."
Zippia

Additional Opportunities



Internship Opportunities



Optional Study Abroad