



**“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](http://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](http://WWW.TAMIU.EDU/RELLIS)**

**For more information:  
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956.326.3115 | [julian.pena@tamiu.edu](mailto:julian.pena@tamiu.edu)**



## BACHELOR OF ARTS IN COMMUNICATION

Digital and Strategic Concentration



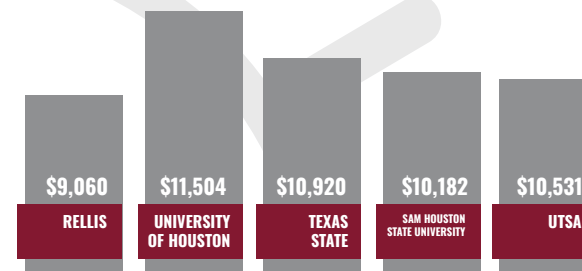
## About Our Degree

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.



## Tuition Rates Regional Comparison



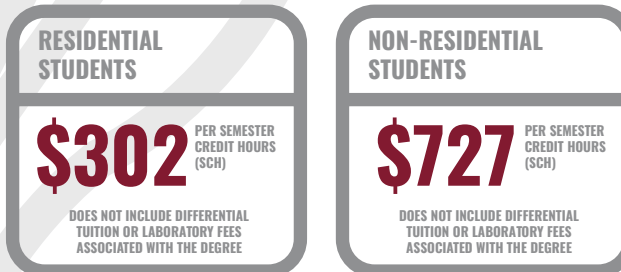
\*Costs for RELLIS are based on a 15-hour course load for fall 2019 and spring 2020 semesters for Texas residents, using tuition and mandatory fees. All other numbers are based on fall 2018 and spring 2019 numbers.

## 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.



## 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