



2022 - 2023

Associate in Arts:

Communication Pathway

Arts and Sciences

MULTIPLE LOCATIONS

VARIED SEMESTER LENGTHS

NUMEROUS PROGRAMS

FINANCIAL AID



ASHEVILLE, NORTH CAROLINA • (828) 398-7900 • ABTECH.EDU

# Associate in Arts: Communication Pathway

**All Pathways are designed to transfer to a four-year institution for eventual completion of a BA/BS degree.**

Communication as a field of study helps students develop analytical skills and proficiency in comprehension and interpretation, as well as, in writing, and speaking. The field covers all aspects of human communication and the Communication Pathway at A-B Tech prepares transfer students for majors in communication studies, mass communication, journalism, public speaking, media production, public relations, advertising and marketing, or any combination of these disciplines.

A communication degree can prepare students for positions that value well-crafted, targeted, multi-channel messages in media relations and/or production, corporate training, public relations, politics, education, and business. Communication majors develop skills in critical thinking, media literacy, visual literacy, research based analysis, public speaking, conflict management, and human communication competencies.

The Communication Pathway is fully online.

### For More Information:

Contact Rusty Holmes by email at [leebholmes@abtech.edu](mailto:leebholmes@abtech.edu) or by phone at 828-398-7835

### Total Cost Estimate

<b>Tuition per Semester (NC Resident)</b>	\$1,216.00 (16+ credit hours) \$76.00/credit hour (1-15 hours)
<b>Computer Use and Technology Fee</b>	\$48/semester
<b>Activity Fee</b>	Fall and Spring semesters only, Main campus and Online, \$35.00
<b>CAPS Fee (Campus Access, Parking and Security)</b>	\$20/semester
<b>Matriculation Fee</b>	\$6/semester
<b>Student Insurance</b>	\$2/Semester
<b>Consumable Supply Fees</b>	\$15 Some ART, BIO, CHM, HEA, PED, and PHY courses
<b>Books</b>	cost may vary

	Course Prefix	Course Name	Credit Hours
First Semester	ACA 122	College Transfer Success	1
	COM 231	Public Speaking	3
	ENG 111	Writing and Inquiry	3
	MAT 152	Statistical Methods I	4
	PSY 150	General Psychology	3
Second Semester	ART 275	Introduction to Graphic Design	3
	ENG 112	Writing/Research in the Disc	3
	PHI 240	Introduction to Ethics	3
	SOC 210	Introduction to Sociology	3
Third Semester	COM 120	Intro to Interpersonal Com	3
	FRE 111	Elementary French I (or SPA 111)	3
Fourth Semester	ART 266	Videography I	3
	CIS 110	Introduction to Computers	3
	COM 140	Intro Intercultural Com	3
	FRE 112	Elementary French II (or SPA 112)	3
Fifth Semester	BIO 110	Principles of Biology	4
	COM 110	Introduction to Communication (or ART 267)	3
	COM 150	Intro to Mass Comm	3
	HIS 112	World Civilizations II	3
	HUM 220	Human Values and Meaning	3

AA and AS degrees require completion of a minimum of 60 semester hours of credit, but pathways may include extra hours to meet university baccalaureate degree plans. Completion of hours beyond 60 may not be required to meet AA or AS graduation requirements but is recommended based on programs offered by intended transfer institutions.