

COMMUNICATION STUDIES, BACHELOR OF ARTS - COMM

Program in Communication Studies

The Department of Communication Studies, Dance & Theatre offers a Bachelor of Arts major in Communication Studies. The department also offers a minor in Public Relations and Advertising.

Major Requirements (33 Hours)

Code	Title	Credits
Required		
COMM 103	Introduction to Communication (with a grade of B- or above)	3
COMM 210	Mass Media and Society	3
COMM 330	Critical Issues in Mass Communication	3
Senior Comprehensive Sequence		
Select one of the following:		6
COMM 385 & COMM 496	Research in Communication and Seminar in Advanced Research Methods	
COMM 386 & COMM 495	Research in Rhetoric and Seminar in Rhetoric and Criticism	
Select two of the following:		6
COMM 200	Interpersonal Communication	
COMM 307	Organizational Communication	
COMM 350	Intercultural Communication	
COMM 369	Public Communication	
Select two of the following:		6
COMM 202	Introduction to Rhetoric Through Pop Culture	
COMM 308	Persuasion	
COMM 312	Argumentation	
Select two of the following:		2-6
COMM 200	Interpersonal Communication	
COMM 202	Introduction to Rhetoric Through Pop Culture	
COMM 203	Small Group Communication	
COMM 204	Social Media	
COMM 255	Magazine Writing	
COMM 257	Journalism	
COMM 260	Film and Video Production	
COMM 266	Introduction to New Media	
COMM 290	Special Topics	
COMM 303	Advertising in Consumer Society	
COMM 304	Public Relations	
COMM 307	Organizational Communication	
COMM 308	Persuasion	
COMM 312	Argumentation	
COMM 350	Intercultural Communication	
COMM 360	Oral Interpretation	
COMM 369	Public Communication	
COMM 370	Political Communication	
COMM 383	Art and Entertainment Law	
COMM 384	Mass Communication Law	

COMM 404	Non-Profit Public Relations Campaigns and Theory
COMM 406	Marketing Communication
COMM 418	Seminar on Women, Leadership, and Communication
COMM 422	Masculinities in the United States Media
COMM 454	Communication Ethics
COMM 486	Practicum/Production
COMM 490	Special Topics
COMM 497	Independent Study
COMM 499	Internship

Total Credits 29-33

Advanced Writing Proficiency

Students complete this requirement by submitting a portfolio of writing samples from three categories that correspond to the curriculum requirement. The portfolio consists of papers prepared for courses in the major in Communication Studies. The portfolio is submitted for review in the spring of the senior year.

Senior Comprehensive

Students may complete the Senior Comprehensive in one of two sequences of courses reflecting the main intellectual traditions of the communication discipline

1. research methods (COMM 385 Research in Communication, COMM 496 Seminar in Advanced Research Methods), which explores social-scientific and qualitative methods of inquiry, or
2. rhetorical criticism (COMM 386 Research in Rhetoric, COMM 495 Seminar in Rhetoric and Criticism), focusing on the critical analysis of all types of public communication.

The first course in either sequence must be taken in the spring of the Junior year, the second in the fall of the Senior year.

Student Learning Outcomes

- Students will be able to identify and explain various communication theories and apply them to understand texts, events, relationships, messages, or settings.
- Students will be able to explain how communication and media institutions shape selected dimensions of social life (politics, law, ethics, gender, or culture).
- Students will be able to communicate clearly and ethically in a variety of contexts and formats (written, visual, oral, and mediated).

Faculty/Professional Specialists

S. Baxter, C. Fitzpatrick, H. Ho, M. Kramer, T. Russ