

B.A. IN COMMUNICATION STUDIES

Undergraduate faculty advisers (including Honors) are assigned by the Department. Contact the Department Chair.

Bachelor of Arts Degree in Communication Studies

The Bachelor of Arts program provides a foundation for students to excel in organizational environments such as corporations, non-profits, and mass media. A balance of skills training and critical thinking subjects prepare students for careers in public relations, corporate communication, and related areas. Students are encouraged to be active in experiential and service learning projects through the department-sponsored student organizations such as the Communication Honors Society Lambda Pi Eta, professional fraternity Zeta Phi Eta, and PRSSA (Public Relations Student Society of America).

Communication studies has three concentration in which you can major:

- Communication Studies, Digital Communication Concentration, BA
- Communication Studies, Interpersonal Communications Concentration, BA
- Communication Studies - Organizational And Strategic Communication Concentration, BA

Communication Studies, Digital Communication Concentration, BA
Communication Studies, Interpersonal Communication Concentration, BA
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Communication Studies - Organizational And Strategic Communication Concentration, BA (p. 2)

Communication Studies, Digital Communication Concentration, BA

Code	Title	Hours
REQUIRED COURSES for MAJOR: 18 CREDITS Students must achieve a minimum grade of C- in each of these core courses.		
COMM 1010	Comm Principles And Practices	3
	or COMM 2000 Mass Communication And Society	
COMM 2130	Media Writing 1	3
COMM 2500	Social Media I: Introduction to Social Media	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
COMM 2870	Communication Theory	3
REQUIRED COURSES FOR DIGITAL COMMUNICATION CONCENTRATION: 15 credits		
COMM 2150	Introduction to Digital Design	3
COMM 3500	Social Media II: Social Media Communication Strategies	3
COMM 3340	Visual Communication	3
COMM 4090	Mass Communication Ethics (WAC)	3
COMM 3800	Social Media III: Social Media Campaigns	3
	or COMM 4340 Advanced Visual Communication	

ELECTIVES COURSES FOR DIGITAL COMM CONCENTRATION: 9-17 credits (at least 6 credit hours at the 3000/4000 level)		
COMM 2300	Photojournalism	3
COMM 2820	Group Communication	3
COMM 2990	Independent Study	1-4
COMM 3150	Feature Writing	3
COMM 3180	Mass Communication Law (WAC)	3
COMM 3270	Multimedia Newswriting (WAC)	3
COMM 3800	Social Media III: Social Media Campaigns (If not taken as part of the above required)	3
COMM 4040	Storytelling in Public and Private Spaces	3
COMM 4250	Mass Communication History (WAC)	3
COMM 4330	Integrated Media	3
COMM 4340	Advanced Visual Communication (If not taken as part of the above required)	3
COMM 4900	Communication Seminar	3-4
COMM 4940	Communication Internship	1-6
COMM 4990	Independent Study	1-4

Communication Studies, Interpersonal Communication Concentration, BA

Code	Title	Hours
REQUIRED COURSES for MAJOR: 18 CREDITS Students must achieve a minimum grade of C- in each of these core courses.		
COMM 1010	Comm Principles And Practices	3
	or COMM 2000 Mass Communication And Society	
COMM 2130	Media Writing 1	3
COMM 2500	Social Media I: Introduction to Social Media	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
COMM 2870	Communication Theory	3
REQUIRED COURSES FOR INTERPERSONAL COMMUNICATION CONCENTRATION: 15 credits		
COMM 2820	Group Communication	3
COMM 3750	Cultural Diversity in Communication	3
COMM 3820	Persuasion Theory (WAC)	3
COMM 4830	Gender, Culture & Communication (WAC)	3
COMM 3880	Professional Business Communication	3
	or COMM 4910 Communication Studies Capstone	
ELECTIVES COURSES FOR INTERPERSONAL COMMUNICATION CONCENTRATION: 9-17 credits (at least 6 credit hours at the 3000/4000 level)		
COMM 2810	Nonverbal Communication	3
COMM 2990	Independent Study	1-4
COMM 3760	Health Communication	3
COMM 3850	Research Methods in Everyday Life	3
COMM 3880	Professional Business Communication (if not taken as part of the above required)	3
COMM 4820	Family Communication (WAC)	3
COMM 4900	Communication Seminar	3-4

COMM 4910	Communication Studies Capstone (if not taken as part of the above required)	3
COMM 4940	Communication Internship	1-6
COMM 4990	Independent Study	1-4

Communication Studies - Organizational and Strategic Communication Concentration, BA

Code	Title	Hours
REQUIRED COURSES for MAJOR: 18 CREDITS Students must achieve a minimum grade of C- in each of these core courses.		
COMM 1010	Comm Principles And Practices or COMM 2000 Mass Communication And Society	3
COMM 2130	Media Writing 1	3
COMM 2500	Social Media I: Introduction to Social Media	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
COMM 2870	Communication Theory	3
<i>REQUIRED COURSES FOR ORGANIZATIONAL AND STRATEGIC COMMUNICATION CONCENTRATION: 15 credits</i>		
COMM 2830	Organizational Communication	3
COMM 3720	Introduction to Public Relations	3
COMM 3750	Cultural Diversity in Communication	3
COMM 4640	Public Relations Case Studies (WAC)	3
COMM 3880	Professional Business Communication or COMM 4630 Public Relations Campaigns	3
<i>ELECTIVES COURSES FOR ORGANIZATIONAL AND STRATEGIC COMMUNICATION CONCENTRATION: 9-17 credits (at least 6 credit hours at the 3000/4000 level)</i>		
COMM 2820	Group Communication	3
COMM 2890	Crisis & Conflict in Organizations	3
COMM 2990	Independent Study	1-4
COMM 3500	Social Media II: Social Media Communication Strategies	3
COMM 3610	Speech Writing	3
COMM 3820	Persuasion Theory (WAC)	3
COMM 3880	Professional Business Communication (if not taken as part of the above required)	3
COMM 4260	Communication in Non-Profit Organizations	3
COMM 4270	Special Event Planning	3
COMM 4630	Public Relations Campaigns (if not taken as part of the above required)	3
COMM 4900	Communication Seminar	3-4
COMM 4940	Communication Internship	1-6
COMM 4990	Independent Study	1-4

Communication Studies, Digital Communication Concentration, BA
 Communication Studies, Interpersonal Communication Concentration, BA
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 Communication Studies - Organizational And Strategic Communication
 Concentration, BA (p. 2)

Communication Studies, Digital Communication Concentration, BA

First Term		Hours
AR 1000	First Year Orientation	1
ENGL 1110	College Composition I	3
MATH 1180	Reasoning With Mathematics	3
COMM 1010	Comm Principles And Practices or COMM 2000 or Mass Communication And Society	3
Elementary Foreign Language I		4
Hours		14
Second Term		Hours
ENGL 1130	College Composition II: Academic Disciplines And Discourse	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
Natural Sciences Core		3
Elementary Foreign Language II		4
Hours		16
Third Term		Hours
COMM 2130	Media Writing 1	3
COMM 2500	Social Media I: Introduction to Social Media	3
Intermediate Foreign Language I or approved culture course		3
Social Sciences Core		3
Natural Sciences Core		3
Natural Sciences Core (Lab)		1
Hours		16
Fourth Term		Hours
COMM 2870	Communication Theory	3
Intermediate Foreign Language II or approved culture course		3
Social Sciences Core		3
ENGL 2710-ENGL 2800	Arts/Humanities Core (English Lit)	3
Arts/Humanities Core (History)		3
Hours		15
Fifth Term		Hours
COMM 2150	Introduction to Digital Design	3
COMM 3500	Social Media II: Social Media Communication Strategies	3
Diversity of US		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15
Sixth Term		Hours
COMM 3340	Visual Communication	3
Required Arts Elective		3
Elective (WAC)		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15

Seventh Term

COMM 4090	Mass Communication Ethics (WAC)	3
	Non-US Diversity	3
	Elective Humanities	3
	COMM Major Elective	4
	Related or Minor Course	3
Hours		16

Eighth Term

COMM 3880	Professional Business Communication or COMM 4340 or Advanced Visual Communication	3
	COMM Major Elective	3
	COMM Major Elective	4
	Related or Minor Course	3
Hours		13

Total Hours 120

Communication Studies, Interpersonal Communication Concentration, BA**First Term**

AR 1000	First Year Orientation	1
ENGL 1110	College Composition I	3
MATH 1180	Reasoning With Mathematics	3
COMM 1010	Comm Principles And Practices or COMM 2000 or Mass Communication And Society	3
	Elementary Foreign Language I	4
Hours		14

Second Term

ENGL 1130	College Composition II: Academic Disciplines And Discourse	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
	Natural Sciences Core	3
	Elementary Foreign Language II	4
Hours		16

Third Term

COMM 2130	Media Writing 1	3
COMM 2500	Social Media I: Introduction to Social Media	3
	Intermediate Foreign Language I or approved culture course	3
	Social Sciences Core	3
	Natural Sciences Core	3
	Natural Sciences Core (Lab)	1
Hours		16

Fourth Term

COMM 2870	Communication Theory	3
	Intermediate Foreign Language II or approved culture course	3
	Social Sciences Core	3
	ENGL 2710-ENGL 2800 Arts/Humanities Core (English Lit)	3
	Arts/Humanities Core (History)	3
Hours		15

Fifth Term

COMM 2820	Group Communication	3
COMM 3750	Cultural Diversity in Communication Diversity of US	3
	COMM Major Elective	3
	Related or Minor Course	3
Hours		15

Sixth Term

COMM 3820	Persuasion Theory (WAC)	3
	COMM Major Elective	3
	Required Arts Elective	3
	Elective (WAC)	3
	Related or Minor Course	3
Hours		15

Seventh Term

COMM 4830	Gender, Culture & Communication (WAC)	3
	Non-US Diversity	3
	Elective Humanities	3
	COMM Major Elective	4
	Related or Minor Course	3
Hours		16

Eighth Term

COMM 3880	Professional Business Communication or COMM 4910 or Communication Studies Capstone	3
	COMM Major Elective	3
	COMM Major Elective	4
	Related or Minor Course	3
Hours		13

Total Hours 120

Communication Studies - Organizational And Strategic Communication Concentration, BA**First Term**

AR 1000	First Year Orientation	1
ENGL 1110	College Composition I	3
MATH 1180	Reasoning With Mathematics	3
COMM 1010	Comm Principles And Practices or COMM 2000 or Mass Communication And Society	3
	Elementary Foreign Language I	4
Hours		14

Second Term

ENGL 1130	College Composition II: Academic Disciplines And Discourse	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
	Natural Sciences Core	3
	Elementary Foreign Language II	4
Hours		16

Third Term

COMM 2130	Media Writing 1	3
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COMM 2500	Social Media I: Introduction to Social Media	3
Intermediate Foreign Language I or approved culture course		3
Social Sciences Core		3
Natural Sciences Core		3
Natural Sciences Core (Lab)		1
Hours		16
Fourth Term		
COMM 2870	Communication Theory	3
Intermediate Foreign Language II or approved culture course		3
Social Sciences Core		3
Arts/Humanities Core (History)		3
ENGL 2710-ENGL 2800 Arts/Humanities Core (English Lit)		3
Hours		15
Fifth Term		
COMM 2830	Organizational Communication	3
COMM 3720	Introduction to Public Relations	3
Diversity of US		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15
Sixth Term		
COMM 3750	Cultural Diversity in Communication	3
Required Arts Elective		3
Elective (WAC)		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15
Seventh Term		
COMM 4640	Public Relations Case Studies (WAC)	3
Non-US Diversity		3
Elective Humanities		3
COMM Major Elective		4
Related or Minor Course		3
Hours		16
Eighth Term		
COMM 3880	Professional Business Communication	3
or COMM 4630 or Public Relations Campaigns		
COMM Major Elective		3
COMM Major Elective		4
Related or Minor Course		3
Hours		13
Total Hours		120

Communication Studies, Digital Communication Concentration, BA

1. Articulate the history and evolution of digital communication.
2. Create successful visual narratives in a variety of digital contexts with a broad understanding of information architecture.

3. Discriminately select appropriate digital platforms, tools, and content to reach and professionally communicate information to (a) defined audience(s).
4. Evaluate, critique, and refine digital content.
5. Effectively and ethically use various digital tools and platforms to accomplish personal and professional goals.
6. Apply gained knowledge and skills to enhance digital citizenship.
7. Understand and be adequately prepared for a career in the rapidly evolving digital industry.

Communication Studies, Interpersonal Communication Concentration, BA

Define, explain, and apply basic terminology, principles, and theories to a variety of communication situations in interpersonal relationships.

1. Analyze, adjust, and improve communication behaviors to achieve interpersonal communication goals.
2. Evaluate characteristics of specific audiences and effectively use a variety of communication channels to successfully communicate in personal and professional settings.
3. Evaluate and apply how concepts like culture, gender, ethnicity, and other societal categories impact interpersonal communication in various settings.
4. Create a portfolio that can be used for application to graduate school or in a career search in areas such as sales; training; consulting; fundraising; advocacy; research; management; negotiation; and direction and coordination of community outreach programs, corporate communication, customer service, nonprofit organizations, and more.

Communication Studies - Organizational And Strategic Communication Concentration, BA

1. Create original and persuasive public relations campaigns.
2. Devise solutions to contemporary challenges in public relations campaigns.
3. Demonstrate comprehension of public relations theory.
4. Assess and critique current public relation trends.
5. Construct and deliver persuasive oral presentations based on audience analysis.