

B.A. IN COMMUNICATION

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 four concentrations in which you can major:

- Communication Studies, Digital Communication Concentration, BA
- Communication Studies, Interpersonal Communications Concentration, BA
- Communication, Media Communication Concentration, BA
- Communication Studies - Organizational and Strategic Communication Concentration, BA
- Communication Studies, Digital Communication Concentration, BA
- Communication Studies, Interpersonal Communication Concentration, BA (p. 2)
- Communication, Media Communication Concentration, BA (p. 2)
- Communication Studies - Organizational And Strategic Communication Concentration, BA (p. 3)

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	Communication Principles And Practices	3
	or COMM 2000 Mass Communication and Society	
COMM 2130	Media Writing 1	3
COMM 2500	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	Digital Design for Media Communication	3
COMM 3500	Social Media Strategies	3
COMM 3340	Visual Communication	3
COMM 4090	Media Communication Ethics (WAC)	3
COMM 3800	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 2000	Mass Communication and Society	3
COMM 2120	Reporting	3
COMM 2160	Single Camera Production	3
COMM 2210	Introduction to Audio Production	3
COMM 2220	Television Studio Production	3
COMM 2300	Photojournalism	3
COMM 2810		3
COMM 2820	Group Communication	3
COMM 2830	Organizational Communication	3
COMM 2890	Crisis & Conflict in Organizations	3
COMM 2990	Independent Study	1-4
COMM 3120	Media Writing 2	3
COMM 3150	Feature Writing	3
COMM 3180	(WAC)	3
COMM 3210	Advanced Audio Production	3
COMM 3260	Live Sports Production	3
COMM 3270	Multimedia Newswriting (WAC)	3
COMM 3330	Consumer Culture & the Media	3
COMM 3350		3
COMM 3380	Media Producing and Performance	3
COMM 3610		3
COMM 3720	Introduction to Public Relations	3
COMM 3750	Cultural Diversity in Communication	3
COMM 3760	Health Communication	3
COMM 3820	Persuasion Theory (WAC)	3
COMM 3830		3
COMM 3850	Research Methods in Everyday Life	3
COMM 3880	Professional Business Communication	3
COMM 4040		3
COMM 4100	Multimedia Journalism (WAC)	4
COMM 4110		3
COMM 4220	Advanced Television Production	4
COMM 4250	(WAC)	3
COMM 4260		3
COMM 4270	Special Event Planning	3
COMM 4330	Integrated Media	3
COMM 4340	Advanced Visual Communication	3
COMM 4350		3
COMM 4630	Public Relations Campaigns	3
COMM 4640	Public Relations Case Studies (WAC)	3
COMM 4820	Family Communication (WAC)	3
COMM 4830	Gender, Culture and Communication (WAC)	3
COMM 4900	Communication Seminar	3-4
COMM 4910	Communication Studies Capstone	3
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	Communication Principles And Practices	3
or COMM 2000 Mass Communication and Society		
COMM 2130	Media Writing 1	3
COMM 2500	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 and 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 2000	Mass Communication and Society	3
COMM 2120	Reporting	3
COMM 2150	Digital Design for Media Communication	3
COMM 2160	Single Camera Production	3
COMM 2210	Introduction to Audio Production	3
COMM 2220	Television Studio Production	3
COMM 2300	Photojournalism	3
COMM 2810		3
COMM 2830	Organizational Communication	3
COMM 2890	Crisis & Conflict in Organizations	3
COMM 2990	Independent Study	1-4
COMM 3120	Media Writing 2	3
COMM 3150	Feature Writing	3
COMM 3180	(WAC)	3
COMM 3210	Advanced Audio Production	3
COMM 3260	Live Sports Production	3
COMM 3270	Multimedia Newswriting (WAC)	3
COMM 3330	Consumer Culture & the Media	3
COMM 3340	Visual Communication	3
COMM 3380	Media Producing and Performance	3
COMM 3350		3
COMM 3500	Social Media Strategies	3
COMM 3610		3
COMM 3720	Introduction to Public Relations	3
COMM 3760	Health Communication	3
COMM 3800	Social Media Campaigns	3
COMM 3830		3

COMM 3850	Research Methods in Everyday Life	3
COMM 3880	Professional Business Communication	3
COMM 4040		3
COMM 4090	Media Communication Ethics (WAC)	3
COMM 4100	Multimedia Journalism (WAC)	4
COMM 4110		3
COMM 4220	Advanced Television Production	4
COMM 4250	(WAC)	3
COMM 4260		3
COMM 4270	Special Event Planning	3
COMM 4330	Integrated Media	3
COMM 4340	Advanced Visual Communication	3
COMM 4350		3
COMM 4630	Public Relations Campaigns	3
COMM 4640	Public Relations Case Studies (WAC)	3
COMM 4820	Family Communication (WAC)	3
COMM 4900	Communication Seminar	3-4
COMM 4910	Communication Studies Capstone	3
COMM 4940	Communication Internship	1-6
COMM 4990	Independent Study	1-4

Communication, Media 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	Communication Principles And Practices	3
or COMM 2000 Mass Communication and Society		
COMM 2130	Media Writing 1	3
COMM 2500	Introduction to Social Media	3
COMM 2600	Public Presentations	3
COMM 2840	Interpersonal Communication	3
COMM 2870	Communication Theory	3
REQUIRED COURSES FOR MEDIA COMMUNICATION CONCENTRATION: 15-16 credits		
COMM 2160	Single Camera Production	3
COMM 2210	Introduction to Audio Production	3
COMM 3180	(WAC)	3
or COMM 4090 Media Communication Ethics		
COMM 3380	Media Producing and Performance	3
Choose one of the following:		3-4
COMM 4100	Multimedia Journalism (WAC)	
COMM 4220	Advanced Television Production	
COMM 4330	Integrated Media	
ELECTIVES COURSES FOR MEDIA COMM CONCENTRATION: 9-17 credits (at least 6 credit hours at the 3000/4000 level)		
COMM 2000	Mass Communication and Society	3
COMM 2120	Reporting	3
COMM 2150	Digital Design for Media Communication	3
COMM 2220	Television Studio Production	3

COMM 2300	Photojournalism	3	COMM 2500	Introduction to Social Media	3
COMM 2810		3	COMM 2600	Public Presentations	3
COMM 2820	Group Communication	3	COMM 2840	Interpersonal Communication	3
COMM 2830	Organizational Communication	3	COMM 2870	Communication Theory	3
COMM 2890	Crisis & Conflict in Organizations	3	REQUIRED COURSES FOR ORGANIZATIONAL AND STRATEGIC COMMUNICATION CONCENTRATION: 15 credits		
COMM 2990	Independent Study	1-4	COMM 2830	Organizational Communication	3
COMM 3120	Media Writing 2	3	COMM 3720	Introduction to Public Relations	3
COMM 3150	Feature Writing	3	COMM 3750	Cultural Diversity in Communication	3
COMM 3210	Advanced Audio Production	3	COMM 4640	Public Relations Case Studies (WAC)	3
COMM 3260	Live Sports Production	3	COMM 3880	Professional Business Communication	3
COMM 3270	Multimedia Newswriting (WAC)	3	or COMM 4630 Public Relations Campaigns		
COMM 3330	Consumer Culture & the Media	3	ELECTIVES COURSES FOR ORGANIZATIONAL AND STRATEGIC COMMUNICATION CONCENTRATION: 9-17 credits (at least 6 credit hours at the 3000/4000 level)		
COMM 3340	Visual Communication	3	COMM 2000	Mass Communication and Society	3
COMM 3350		3	COMM 2120	Reporting	3
COMM 3500	Social Media Strategies	3	COMM 2150	Digital Design for Media Communication	3
COMM 3610		3	COMM 2160	Single Camera Production	3
COMM 3710	Podcasting	3	COMM 2210	Introduction to Audio Production	3
COMM 3720	Introduction to Public Relations	3	COMM 2220	Television Studio Production	3
COMM 3750	Cultural Diversity in Communication	3	COMM 2300	Photojournalism	3
COMM 3760	Health Communication	3	COMM 2810		3
COMM 3800	Social Media Campaigns	3	COMM 2820	Group Communication	3
COMM 3820	Persuasion Theory (WAC)	3	COMM 2890	Crisis & Conflict in Organizations	3
COMM 3830		3	COMM 2990	Independent Study	1-4
COMM 3850	Research Methods in Everyday Life	3	COMM 3120	Media Writing 2	3
COMM 3880	Professional Business Communication	3	COMM 3150	Feature Writing	3
COMM 4040		3	COMM 3180	(WAC)	3
COMM 4090	Media Communication Ethics	3	COMM 3210	Advanced Audio Production	3
COMM 4110		3	COMM 3260	Live Sports Production	3
COMM 4250	(WAC)	3	COMM 3270	Multimedia Newswriting (WAC)	3
COMM 4260		3	COMM 3330	Consumer Culture & the Media	3
COMM 4270	Special Event Planning	3	COMM 3340	Visual Communication	3
COMM 4340	Advanced Visual Communication	3	COMM 3350		3
COMM 4350		3	COMM 3380	Media Producing and Performance	3
COMM 4630	Public Relations Campaigns	3	COMM 3500	Social Media Strategies	3
COMM 4640	Public Relations Case Studies (WAC)	3	COMM 3610		3
COMM 4820	Family Communication (WAC)	3	COMM 3760	Health Communication	3
COMM 4830	Gender, Culture and Communication (WAC)	3	COMM 3800	Social Media Campaigns	3
COMM 4900	Communication Seminar	3-4	COMM 3820	Persuasion Theory (WAC)	3
COMM 4910	Communication Studies Capstone	3	COMM 3830		3
COMM 4940	Communication Internship	1-6	COMM 3850	Research Methods in Everyday Life	3
COMM 4990	Independent Study	1-4	COMM 4040		3

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	Communication Principles And Practices	3
or COMM 2000 Mass Communication and Society		
COMM 2130	Media Writing 1	3

COMM 4270	Special Event Planning	3
COMM 4330	Integrated Media	3
COMM 4340	Advanced Visual Communication	3
COMM 4350		3
COMM 4630	Public Relations Campaigns	3
COMM 4820	Family Communication (WAC)	3
COMM 4830	Gender, Culture and Communication (WAC)	3
COMM 4900	Communication Seminar	3-4
COMM 4910	Communication Studies Capstone	3
COMM 4940	Communication Internship	1-6
COMM 4990	Independent Study	1-4

- Communication Studies, Digital Communication Concentration, BA
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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 or COMM 2000	Communication Principles And Practices 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	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 2150	Digital Design for Media Communication	3
COMM 3500	Social Media Strategies	3
Diversity of US		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15

Sixth Term

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	Media 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 or COMM 4340	Professional Business Communication 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		Hours
AR 1000	First Year Orientation	1
ENGL 1110	College Composition I	3
MATH 1180	Reasoning With Mathematics	3
COMM 1010 or COMM 2000	Communication Principles And Practices 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 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	3
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 and 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, Media 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	Communication 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	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 2210	Introduction to Audio Production	3
COMM 2160	Single Camera Production	3
Diversity of US		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15
Sixth Term		
COMM 3380	Media Producing and Performance	3
Required Arts Elective		3
Elective (WAC)		3
COMM Major Elective		3
Related or Minor Course		3
Hours		15

Seventh Term

COMM 3180	WAC	3
or COMM 4090	or Media Communication Ethics	
Non-US Diversity		3
Elective Humanities		3
COMM Major Elective		4
Related or Minor Course		3
Hours		16

Eighth Term

Choose one of the following:		3-4
COMM 4100	Multimedia Journalism	
COMM 4220	Advanced Television Production	
COMM 4330	Integrated Media	
COMM Major Elective		3
COMM Major Elective		4
Related or Minor Course		3
Hours		13-14
Total Hours		120-121

Communication Studies - Organizational And Strategic 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	Communication Principles And Practices	3
or COMM 2000	or Mass Communication and Society	
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	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, Digital Communication Concentration, BA

- Articulate the history and evolution of digital communication.
- Create successful visual narratives in a variety of digital contexts with a broad understanding of information architecture.
- Discriminately select appropriate digital platforms, tools, and content to reach and professionally communicate information to (a) defined audience(s).
- Evaluate, critique, and refine digital content.
- Effectively and ethically use various digital tools and platforms to accomplish personal and professional goals.
- Apply gained knowledge and skills to enhance digital citizenship.
- Understand and be adequately prepared for a career in the rapidly evolving digital industry.

Communication, Interpersonal Communication Concentration, BA

- Define, explain, and apply basic terminology, principles, and theories to a variety of communication situations in interpersonal relationships.
- Analyze, adjust, and improve communication behaviors to achieve interpersonal communication goals.
- Evaluate characteristics of specific audiences and effectively use a variety of communication channels to successfully communicate in personal and professional settings.
- Evaluate and apply how concepts like culture, gender, ethnicity, and other societal categories impact interpersonal communication in various settings.
- 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, Organizational And Strategic Communication Concentration, BA

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

Communication, Media Communication Concentration, BA

- Produce professional content for the media designed to either inform, entertain or persuade.
- Perform in an audio and video setting in a professional manner.
- Demonstrate proficiency in news writing techniques for different media platforms and be able to critically evaluate media content across platforms.
- Demonstrate proficiency in the use of media technology and professional software.
- Demonstrate measurable improvement in over all knowledge in the field of media communication.
- Assemble and publish a professional online portfolio.