

# Communication Major

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## About

Communication shapes who we are, both individually and socially. We in the Communication Department believe our future depends upon our communication with one another. The study of Communication in the liberal arts tradition focuses on the understanding and use of symbols that create meaning in multiple communicative contexts—global and local, personal and professional, in-person and mediated. The discipline of Communication is grounded in ancient rhetorical traditions and is influenced by contemporary intellectual, artistic and technological developments. Our program integrates theory and practice, so that skills-based courses build upon communication principles, concepts, insights, and research techniques. Our mission, then, is to produce well-rounded communicators who will speak eloquently and listen actively; think critically, creatively, and ethically; and write clearly and strategically. Our graduates are placed in top graduate programs and law schools, as well as prepared to build careers in industries from public relations and marketing to media production and print/broadcast/digital journalism. Whether in corporate or nonprofit careers, serving their communities, or engaged in further academic study, our graduates illustrate that students of Communication are uniquely equipped to make a difference locally and globally, in their lives and in the lives of others.

**Program:** [Communication](#)

**Type:** Bachelor of Arts

## PRIMARY MAJOR (122 credits)

To Declare the Major: Enrollment in COM 1000 and COM 1100.

# Required Major Courses (36 credits)

## Concentrations:

Students may choose either to design their own major concentration or will choose one (or more) of the following concentrations:

- Interpersonal & Intercultural Communication
- Journalism
- Media Production
- Media Studies
- Organizational Communication
- Performance Studies
- Public Relations & Advertising
- Rhetorical Studies

With or without a concentration, students must cover three different areas in their six 3000-level courses. A complete listing of concentration requirements and courses is available on the departmental Web page or in the departmental office. Some concentrations require Communication majors to complete internships, which, if completed for credit, will be used to satisfy free electives for the College of Liberal Arts and Sciences.

### *Program Notes:*

- Only two courses may be transferred to count towards the COM major.
- Students who plan to study abroad should take COM 1000, 1100, and at least one 2000-level course before going abroad.
- Students must complete COM 4001 or COM 4002 before taking the Capstone course.

<b>Course</b>	<b>Title</b>	<b>Credits</b>
COM 1000	Surv of Communication Studies	3
COM 1100	Public Speaking	3
	Theories Electives	6
	Advanced Communication Topics Electives	18
	Qualitative or Quantitative Research in Communication	3
	Capstone Course	3

## Core Curriculum Requirements (44 credits)

Course	Title	Credits
ACS 1000	Ancients	3
ACS 1001	Moderns	3
THL 1000	Faith, Reason, and Culture	3
PHI 1000	Knowledge, Reality, Self	3
ETH 2050	The Good Life:Eth & Cont Prob	3
	Mathematics or Statistics (1 course)	3
	Natural Science (2 courses with laboratory)	8
	Literature and Writing Seminar (1 course)	3
	History (1 course)	3
	Social Sciences (2 courses)	6
	Fine Arts (1 course)	3
	Upper-Level Theology (1 course)	3
	Language Requirement	
	Diversity Requirement (2 courses)	

## Free Elective Requirement (42 credits)

Students with a Communication primary major have forty-two (42) required free elective credits.

## Degree Credit Summary

- **Major Credits:** 36 credits
- **Core Credits:** 44 credits
- **Free Electives Credits:** 42 credits
- **Total Required Credits:** 122 Credits

*Note: The above credit totals are based on the minimum number of required credits in each degree area. The minimum number of required credits in each area listed above must be met. Credits taken beyond the required minimum for one area may not be applied to another area.*

## SECONDARY MAJOR

Students who declare Communication as a **secondary major** must complete the Required Major Courses to achieve this major. Students are able to count any eligible course taken in their primary major, the core curriculum, minors, concentrations, or free electives toward these requirements.

## Category Descriptions

### Theories Electives

Credits: 6

Theories Electives (6 cr) – Select 2 Classes from COM 2200:2440.

<b>Course</b>	<b>Title</b>	<b>Credits</b>
COM 2200	Theories of Rhetoric	3
COM 2240	Theories of Perform Studies	3
COM 2280	Theories of Persuasion	3
COM 2300	Theories of Mass Communication	3
COM 2340	Theories of Visual Com & Cultu	3
COM 2400	Theories of Interpersonal Com	3
COM 2440	Theories of Organizational Com	3

## Advanced Communication Topics Electives

Credits: 18

Advanced Communication Topics Electives (18 cr) - Select 6 Classes from: COM 3000:3999.

- Students must cover three different areas in their six 3000-level courses.

## Qualitative or Quantitative Research in Communication

Credits: 3

Qualitative or Quantitative Research in Communication (3 cr) - Select 1 Class.

- Students must complete this prior to taking the Capstone.

<b>Course</b>	<b>Title</b>	<b>Credits</b>
COM 4001	Qualitative Research in COM	3
COM 4002	Quantitative Research in COM	3

## Capstone Course

Credits: 3

Choose one Capstone course (taken during senior year).

<b>Course</b>	<b>Title</b>	<b>Credits</b>
COM 5050	Senior Project	3
COM 5464	Public Relations Campaigns	3

## Natural Science (2 courses with laboratory)

Credits: 8

Non-science majors meet the Core Curriculum Natural Science requirement by taking two semesters of Mendel Science Experience (MSE), thematically-based lecture/laboratory courses designed for non-science majors; or two semesters of lecture/laboratory courses designed for science majors.

Science (AST, BIO, BIOC, CHM, CBN, CSC, ENV, MAT, PHY - B.S. only, PSY - B.S. only) majors meet the science requirement through the regular program of study in their major.