

SCHOOL OF ARTS AND SCIENCES

COMMUNICATION

Faculty

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Program Goals

- To develop writing and editing skills applicable to various communication professions.
- To learn basic layout and design principles and to use a broad range of industry-standard software applications in applying those principles to the production of quality communication pieces for print and electronic media.
- To learn to effectively present skills, interests, accomplishments, and abilities to prospective employers or clients.
- To demonstrate appropriate attitudes, skills, and techniques essential for working as a team member and a leader.
- To analyze and evaluate the historical, legal, and ethical contexts within which communication professionals operate.

Objectives

The Communication program offers an academic major leading to a Bachelor of Arts degree, as well as an academic minor. The Communication program teaches students theoretical principles and practical skills in the context of humanistic inquiry.

Working with electronic and traditional media, students acquire skills needed for careers in corporate and government communication, nonprofit organizations, public affairs, advertising, public relations, technical writing, and journalism, as well as for graduate studies. By selecting courses across the entire communication curriculum, students can develop a program that has breadth, while students who are interested in a more focused major may wish to choose classes from one of the suggested concentrations that follow.

Program Requirements

Students must maintain a minimum 2.3 GPA in all courses required for the Communication major.

Students must meet the college-wide graduation requirements in addition to the Communication major:

- 124 total hours
- 30 upper division hours
- WCore or Honors College requirements

Communication Major

Requirement Description	CH	PREQ
I. World Language Requirement	8	
Communication majors must complete eight credit hours in a single world language.		
II. Lower Division Courses	16	
COMM 210 Media Writing I 4		
COMM 211 Media Writing II 4		
COMM 210		
COMM 240 Media and Society 4		
COMM 250 Introduction to Human Communication 4		
III. Upper Division Courses	32	
COMM 302		

Requirement Description	CH	PREQ
<p>College Publications: Forum</p> <p>4 COMM 211</p> <p>COMM 310 Business and Professional Writing I</p> <p>4 COMM 210</p> <p>COMM 350 Organizational Communication</p> <p>4 COMM 250</p> <p>COMM 370 Design Foundations</p> <p>4</p> <p>COMM 371 Multimedia Tools and Production</p> <p>4 COMM 370</p> <p>COMM 372 Design and the User Experience</p> <p>4 COMM 371</p> <p>COMM 425 Communication Law and Ethics</p> <p>4 COMM 310</p> <p>COMM 440 Internship*</p> <p>2-6</p> <p>Junior status</p> <p>COMM 490 Portfolio Workshop</p> <p>2</p> <p>Senior status</p>		
IV. Electives	12	
<p>Complete twelve hours of coursework from the following courses:</p> <p>ART 320 Digital Imaging</p> <p>4 ART 180</p> <p>ART 380 Advanced Photography</p> <p>4 ART 320 or ART 379</p> <p>COMM 300 Selected Topics in Communication</p> <p>1-4</p> <p>COMM 311 Business and Professional Writing II</p>		

Requirement Description	CH	PREQ
<p>4 COMM 310</p> <p>COMM 312 Creative Non-Fiction</p> <p>4 COMM 310</p> <p>COMM 322 Multimedia Image Production</p> <p>4</p> <p>COMM 326 Introduction to Web Writing and Design</p> <p>4</p> <p>COMM 336 Principles of Public Relations</p> <p>4</p> <p>COMM 338 Principles of Advertising</p> <p>4</p> <p>COMM 340 Communication Theory and Persuasion</p> <p>4 COMM 211</p> <p>COMM 345 Video Production</p> <p>4</p> <p>COMM 360 Race, Gender, Class and the Media</p> <p>4</p> <p>COMM 365 Intercultural and Global Communication</p> <p>4</p> <p>COMM 380 Communication and Nonprofit Organizations</p> <p>4</p> <p>COMM 440 Internship*</p> <p>1-6</p> <p>ENGL 324 Creative Writing: Nonfiction</p> <p>4 ENGL 230</p> <p>NOTE: Students may only count four credits from Special Topics classes toward their communication electives.</p>		

Requirement Description	CH	PREQ
Total Hours for the Communication Major	68	

*If a student is a double major where both majors require an internship, a single internship may count towards both majors, contingent on faculty approval.

Recommended Plan of Study for Communication

Communication Minor

Requirement Description	CH	PREQ
I. Required Courses	12	
COMM 210 Media Writing I 4 COMM 240 Media and Society 4 COMM 250 Introduction to Human Communication 4		
II. Elective Courses	12	
Choose any twelve credit hours of upper division Communication courses		
Total Hours for the Communications Minor	24	

Suggested Concentrations

Requirement Description	CH	PREQ
Multimedia		
ART 320 Digital Imaging 4 ART 180 ART 380 Advanced Photography 4 ART 320 or ART 379 COMM 322 Multimedia Image Production 4 COMM 326 Introduction to Web Writing and Design 4 COMM 345 Video Production 4		
Public Relations		
COMM 336 Public Relations Principles 4 COMM 338 Principles of Advertising 4 COMM 340 Communication Theory and Persuasion 4 COMM 211 COMM 360 Race, Gender, Class, and the Media 4 COMM 365 Intercultural and Global Communication 4		
Professional Writing		
COMM 311 Business and Professional Writing II 4 COMM 310 COMM 312 Creative Non-Fiction 4 COMM 310 COMM 336 Principles of Public Relations 4 COMM 340 Communication Theory and Persuasion 4 COMM 211 COMM 360 Race, Gender, Class, and the Media 4 COMM 365 Intercultural and Global Communication 4		

Requirement Description	CH	PREQ
Total Hours for the Program	64	