## Communication

Learning Goals (p. 343)

Writing in the Discipline (p. 359)

**Department of Communication**

**Department Chair:** Robert Anthony Galvez

**Department Faculty: Professor** Min; **Associate Professors** Endress, Galvez, MacDonald, Magen, Olmsted, Palombo; **Assistant Professors** Auger, Kim, Knoth, Lemke, Parsons

Students **must** consult with their assigned advisor before they will be able to register for courses.

Communication B.A.

Course Requirements

CHOOSE concentration A, B, C, or D below

A. Media Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 243 | Preproduction for Digital Media | 4 | F, Sp |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 302 | Writing for News and Public Relations | 4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 343 | Audio Production for Multimedia | 4 | F, Sp |
| COMM 345 | Advanced Digital Media Production | 4 | F, Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 349 | Media Theory and Research | 4 | F |
| COMM 492 | Digital Media Practicum | 4 | F, Sp |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 241 | Introduction to Cinema and Video | 4 | F, Sp, Su |
| COMM 246 | Television Production | 4 | F, Sp |
| COMM 344 | Broadcast Journalism | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Total Credit Hours: 60

B. Public and Professional Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 461 | Public and Professional Capstone | 4 | Sp |

SEVEN COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 256 | Human Communication and New Technology | 4 | Sp |
| COMM 330 | Interpersonal Communication | 4 | F |
| COMM 332 | Gender and Communication | 4 | F |
| COMM 333 | Intercultural Communication | 4 | As needed |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 338 | Communication for Health Professionals | 4 | Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 354 | Communication and Civic Engagement | 4 | Sp |
| COMM 356 | Group Decision Making | 4 | Sp |
| COMM 359 | Argumentation and Debate | 4 | F |
| COMM 412 | Strategies in Fundraising and Development | 4 | As needed |
| COMM 452 | Conflict Resolution | 4 | As needed |
| COMM 454 | Organizational Communication | 4 | Annually |
| COMM 459 | Debate Practicum | 4 | As needed |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Total Credit Hours: 44

C. Public Relations/Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 301 | Public Relations | 4 | F, Sp |
| COMM 334 | Advertising | 4 | F, Sp |
| COMM 357 | Public Opinion and Propaganda | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

CHOOSE Category a or b below

a. Public Relations

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 302 | Writing for News and Public Relations | 4 | F, Sp |
| COMM 311 | Advanced Public Relations | 4 | F |
| COMM 312 | Advanced News and Public Relations Writing | 4 | F, Sp |
| COMM 377 | Public Relations Laboratory | 4 | Sp |

b. Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 335 | Advertising Research | 4 | F |
| COMM 337 | Advertising Strategy | 4 | Sp |
| COMM 339 | Advertising Creativity | 4 | F |
| COMM 376 | Advertising Laboratory | 4 | Sp |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 454 | Organizational Communication | 4 | Annually |
| MGT 201 | Foundations of Management | 3 | F, Sp, Su |
| MKT 201 | Introduction to Marketing | 3 | F, Sp, Su |
| MKT 334 | Consumer Behavior | 3 | F, Sp |

Total Credit Hours: 53-56

D. Speech, Language, and Hearing Science

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 255 | Introduction to Language | 4 | Sp |
| COMM 305 | Introduction to Communication Disorders | 3 | F |
| COMM 319 | Phonetics and Phonology | 4 | F |
| COMM 320 | Speech and Language Development | 4 | F |
| COMM 323 | Introduction to Audiology | 3 | F |
| COMM 325 | Anatomy and Physiology: Speech and Hearing | 4 | Sp |
| COMM 421 | Speech and Hearing Science | 4 | Sp |
| COMM 422 | Language Processes | 4 | As needed |
|  |   |  |  |
| COMM 429 | Introduction to the Clinical Process | 3 | As needed |
|  | -Or- |  |  |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Cognates

|  |  |  |  |
| --- | --- | --- | --- |
| BIOL 100 | Fundamental Concepts of Biology | 4 | F, Sp, Su |
| MATH 240 | Statistical Methods I | 4 | F, Sp, Su |
|  |   |  |  |
| PHYS 110 | Introductory Physics  | 4 | F, Sp, Su |
|  | -Or- |  |  |
| CHEM 103 | General Chemistry I | 4 | F, Sp, Su |

Total Credit Hours: 53-54

Communication Minor

Course Requirements

The minor in communication consists of a minimum of 20 credit hours (six courses), as follows:

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |

AND FOUR ADDITIONAL COMMUNICATION COURSES, with at least two at the 300-level.

Note: Connections courses cannot be used to satisfy these requirements.

Total Credit Hours: 20-24