The study of communication and rhetoric treats human communication as purposeful interaction between speakers and listeners. It takes into account the purpose of the message, the audience, the channels used, and the context in which the communication occurs. As a discipline, communication investigates a broad range of topics and incorporates knowledge acquired from other fields as well, including psychology, sociology, anthropology, and linguistics.

Employment:
- Event Planning
- Public Relations
- Hospitality-tourism
- Advertising
- Media/Broadcasting
- Newspapers/Radio/TV
- Political campaigns
- Advocacy and nonprofits
- Consulting
- Social Media Management
- Community relations
- Fundraising
- Institutional Advancement
- Graduate School
- Customer service
- Sales representatives
- Entrepreneurship
- Digital journalism/blogging

Core Courses
- COMMRC 0310 Rhetorical Process
- COMMRC 0320 Mass Communication Process

Methods Course
- COMMRC 1030 Communication Research Methods

Area Courses
Students choose 4 courses (12 credits) from either Rhetorical Studies or Media Studies as their main area of emphasis and two courses (6 credits) from the other area of emphasis. A partial list of available classes is provided below.

Rhetorical Studies
- COMMRC 0005 Interviewing and Information Gathering
- COMMRC 0500 Argument
- COMMRC 1111 Theories of Persuasion
- COMMRC 1127 Image Restoration in the Media
- COMMRC 1129 Environmental Rhetoric
- COMMRC 1146 Intercultural Communication
- COMMRC 1155 History of Rhetoric in American Advertising
- COMMRC 1129 Advanced Public Speaking
- COMMRC 1153 Rhetoric and Public Policy
- COMMRC Advocacy Campaigns

Media Studies
- COMMRC 0330 Cultural Studies and Communication
- COMMRC 0570 Independent Film
- COMMRC 1012 Digital Storytelling I
- COMMRC 1021 The Studio: Video Productions
- COMMRC 1022 Digital Storytelling II
- COMMRC 1020 Digital Media Studies
- COMMRC 1035 Visual Rhetoric
- COMMRC 1040 Communicating Gender in Film
- COMMRC 1105 TV and Society
- COMMRC 1152 Digital and Professional Communication
- COMMRC 1180 History and Rhetoric of Film Genres
- COMMRC 1220 Public Relations: Strategy & Practice
- COMMRC 1310 Advertising: Strategy & Practice
- COMMRC 1410 Film and Propaganda

Related Area
- 4 courses - 12 credits

All Communication majors must select four courses from another discipline within the humanities area or from a discipline outside the humanities as approved by a faculty advisor.

Students may also choose a Minor rather than a related area which is often a total of 15 credits, depending upon the chosen Minor.

Additional Requirements
- 1 course - 3 credits

COMMRC 1950 Communication Capstone (after earning 90 credits and completing COMMRC 1030)