Communication

Undergraduate Program

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

2 courses - 6 credits
COMMRC 0310 Rhetorical Process
COMMRC 0320 Mass Communication Process

Methods Course

1 course - 3 credits
COMMRC 1030 Communication Research Methods

Area Courses

6 courses - 18 credits
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 1153 Advanced Public Speaking
COMMRC 1152 Rhetoric and Public Policy
COMMRC 1153 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 1220 Public Relations: Strategy & Practice
COMMRC 1310 Advertising: Strategy & Practice
COMMRC 1410 Film and Propaganda
COMMRC 1410 Film History and Theory

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)