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:
- Chamber of Commerce
- Professional associations
- Hospitality-tourism
- Advertising
- Media
- Newspapers
- Political parties
- Lobbying
- Community relations
- Fundraising
- Grant writing
- Lawyers
- Customer service
- Sales representatives
- Entrepreneurs
- Non-Profit Organizations

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 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 1520 Advanced Public Speaking

Media Studies
- COMMRC 1035 Visual Rhetoric
- COMMRC 1105 TV and Society
- 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.

Additional Requirements
- 1 course - 3 credits
COMMRC 1950 Communication Capstone