Communication

Communication undergraduate program

Communication
42 credits
Bachelor of Arts

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
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 1520
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 1020
Digital Storytelling II
COMMRC 1035
Digital Media Studies
COMMRC 1040
Visual Rhetoric
COMMRC 1105
Communicating Gender in Film
COMMRC 1152
TV and Society
COMMRC 1220
Digital Professional Communication
COMMRC 1310
Public Relations: Strategy & Practice
COMMRC 1410
Advertising: Strategy & Practice
COMMRC
Film and Propaganda
COMMRC
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 up the chosen Minor.

Additional Requirements
1 course - 3 credits
COMMRC 1950
Communication Capstone (after earning 90 credits and completing COMMRC 1030)