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:
* 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  Research Methods in Communication Studies

Area Courses

6 courses - 18 credits
Students choose 4 courses (12 credits) from either Rhetorical Studies or Media Studies as their primary area of emphasis and two courses (6 credits) from the other area as their secondary 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 1153  Rhetoric and Public Policy
COMMRC 1155  History of Rhetoric in American Advertising
COMMRC 1157  #Fake News: Journalism & Democracy in an era of Contested Truths
COMMRC 1520  Advanced Public Speaking
COMMRC 1521  Advocacy Campaigns

Media Studies

COMMRC 0330  Cultural Studies and Communication
COMMRC 0570  Independent Film
COMMRC 1012  Digital Storytelling I
COMMRC 1020  Digital Media Studies
COMMRC 1021  The Studio: Video Productions
COMMRC 1022  Digital Storytelling II
COMMRC 1035  Visual Rhetoric
COMMRC 1040  Communicating Gender in Film
COMMRC 1105  Television 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)