



University of
Pittsburgh
Greensburg

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:

- * 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
COMMRC 0320

2 courses - 6 credits

Rhetorical Process
Mass Communication Process

Methods Course

COMMRC 1030

1 course - 3 credits

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
COMMRC 0500
COMMRC 1111
COMMRC 1127
COMMRC 1129
COMMRC 1146
COMMRC 1155
COMMRC 1520
COMMRC 1153
COMMRC XXXX

Interviewing and Information Gathering
Argument
Theories of Persuasion
Image Restoration in the Media
Environmental Rhetoric
Intercultural Communication
History of Rhetoric in American Advertising
Advanced Public Speaking
Rhetoric and Public Policy
Advocacy Campaigns

Media Studies

COMMRC 0330
COMMRC 0570
COMMRC 1012
COMMRC 1020
COMMRC 1021
COMMRC 1022
COMMRC 1035
COMMRC 1040
COMMRC 1105
COMMRC 1152
COMMRC 1157

Cultural Studies and Communication
Independent Film
Digital Storytelling I
Digital Media Studies
The Studio: Video Productions
Digital Storytelling II
Visual Rhetoric
Communicating Gender in Film
Television and Society
Digital and Professional Communication
#Fake News: Journalism & Democracy in an era of Contested Truths
History and Rhetoric of Film Genres
Public Relations: Strategy & Practice
Advertising: Strategy & Practice
Film and Propaganda

COMMRC 1180
COMMRC 1220
COMMRC 1310
COMMRC 1410

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

COMMRC 1950

1 course - 3 credits

Communication Capstone (after earning 90 credits and