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

Methods Course
COMMRC 1030

Area Courses
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 1104
COMMRC 1111
COMMRC 1127
COMMRC 1129
COMMRC 1146
COMMRC 1153
COMMRC 1154
COMMRC 1155
COMMRC 1520
COMMRC 1915

Media Studies
COMMRC 0330
COMMRC 0570
COMMRC 1012
COMMRC 1020
COMMRC 1021
COMMRC 1022
COMMRC 1035
COMMRC 1040
COMMRC 1105
COMMRC 1152
COMMRC 1157
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
1 course - 3 credits
COMMRC 1950
Communication Capstone (after earning 90 credits and completing COMMRC 1030)

www.greensburg.pitt.edu

Fall 2023