



University of  
Pittsburgh  
Greensburg

# Communication

## undergraduate program

### Communication

30 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



[www.greensburg.pitt.edu](http://www.greensburg.pitt.edu)

Fall 2025



#### Core Courses

COMMRC 0310  
COMMRC 0320

#### 2 courses - 6 credits

Rhetoric & Society  
Mass Communication & Society

#### 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 1104  
COMMRC 1111  
COMMRC 1127  
COMMRC 1129  
COMMRC 1146  
COMMRC 1153  
COMMRC 1154  
COMMRC 1155  
COMMRC 1520  
COMMRC 1915

Interviewing and Information Gathering  
Argument  
Political Communication  
Theories of Persuasion  
Image Restoration in the Media  
Environmental Rhetoric  
Intercultural Communication  
Rhetoric and Public Policy  
Rhetoric of Social Movements and Cyber Protest  
History of Rhetoric in American Advertising  
Advanced Public Speaking  
Policy Practicum

#### 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

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  
History and Rhetoric of Film Genres  
Public Relations: Strategy & Practice  
Advertising: Strategy & Practice  
Film and Propaganda

#### Additional Requirements

COMMRC 1950

#### 1 course - 3 credits

Communication Capstone (after earning 90 credits and completing COMMRC 1030)