

Communication and Media Studies Major (COMM)

The Department of Communication and Media Studies represents one of the fastest-growing disciplines in higher education. It is founded on the belief that competent communication transforms individuals, organizations, and society. Competent communication involves forming and maintaining satisfactory relationships, having skill in a variety of communication behaviors and being able to adjust those behaviors for a variety of situations, showing empathy, and applying ethical guidelines for communication practice. Courses in the department reflect these concepts through the breadth of areas of expertise within the discipline.

Graduating majors are prepared for careers or advanced education in fields as diverse as advertising, entrepreneurship, public relations, broadcast journalism, law, ministry, human resources, higher education, and not-for-profit management.

After completing the requirements for a Communication and Media Studies major, students will be able to:

- Describe the Communication Discipline and its central questions;
- Employ Communication theories, perspectives, principles and concepts;
- Engage in Communication Inquiry;
- Create messages appropriate to the audience, purpose, and context;
- Critically analyze messages.

DEGREE TYPE: BACHELOR OF ARTS (BA)

PROGRAM CONTACT: PROFESSOR SUSAN DUMMER

Department: Communication and Media Studies

Type: B.A.

Core Courses	15 hours
Elective Courses	18 hours
Total	33

Core Courses

Item #	Title	Credit Hour(s)
	COMM101 or COMM200	3
COMM115	Professional Communication	3
COMM215	Introduction to Media Studies	3
COMM320	Communication Theory and Research Methods	3
COMM450	Seminar in Communication and Media Studies	3

Elective Courses

Select eighteen additional hours in COMM courses. At least twelve of these hours must be from 300–400 level courses.

Notes:

No more than three hours of practicum and three hours of internship credit may be applied to the major.

Total credits:	33
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