

Communication Studies

Communication Studies Mission:

The Speech Communication program's mission is to provide students with an experiential environment dedicated to improving their communication skills. The program is dedicated to exploring the impact and value of communication for individuals, organizations, and societies. This program has wide applicability and prepares students to enter careers and graduate studies in such areas as public relations, business, law, and social media.

Learning Outcomes:

- Ability to think critically using good communication skills.
- Analyze effective interpersonal communication skills in different settings.
- Evaluate and demonstrate key components of management and leadership skills in business settings.
- Understand the impact of social media and apply this knowledge to business settings.
- Understand and create effective persuasive messages in media advertising and social media, using constructive presentational skills.

Major assessment: Senior Speech majors will evaluate and demonstrate knowledge of the program's objectives. They will either choose a communication project or a research paper and submit a portfolio. The portfolios and project or paper will be prepared in conjunction with PR 485: Senior Project.

Program: Communication Studies

Type: Major

Major requirements:

CM100, CM110, CM310, CM320, CM325, CM400, CM405, CM415, NP100, BA412, SC316, PR485, PL110

Item #	Title	Hours
CM 100	Public Speaking & Introduction to Communication	3
CM 110	Argumentation and Debate	3
CM 310	Rhetorical Theory	3
CM 320	Health Communication	3
CM 325	Interviewing	3
CM 400	Identities Communication: Race, Class, Gender, Sexuality	3
CM 405	Persuasion	3
CM 415	Political Communication and Speech Writing	3
NP 100	Personal Growth and Interpersonal Relations	3
BA 412	Administrative Communications	3
SC 316	Research Methods/Statistics	3
PR 485	Senior Portfolio	3
PL 110	Introduction to Critical Thinking	3
Total credits:		39