

COMMUNICATION STUDIES MAJOR

Major Requirements

The communication studies curriculum creates a flexible framework that gives students a strong foundation in the field of communication while allowing them to choose courses based on their unique interests.

The requirements for a **major in communication studies** are 36 credits:

Code	Title	Hours
Communication Studies Course		
COM 111	Introduction to Communication Studies	4
Analytical Methods Courses		
Select 4 credits in analytical methods from the following:		4
COM 202	Communication Criticism	
COM 203	Argumentation	
COM 217	Fundamentals of Communication Research	
COM 232	Video Production	
Advanced Oral Competence Courses		
Select 4 credits in advanced oral competence courses from the following:		4
COM 305	Business and Professional Speaking	
COM 308	Communication for Citizenship and Career	
COM 315	Interviewing	
COM 333	Audio Production & Podcasting	
COM 334	Broadcast Performance	
Theories in Communication Courses		
Select 12 credits in theories of communication from the following:		12
COM 312	Interpersonal Communication	
COM 313	Persuasive Communication	
COM 314	Group Communication and Team Building	
COM 316	Intercultural Communication	
COM 317	Rhetorical Theory and Criticism	
COM 324	Gender and Communication	
COM 325	New Media	
COM 326	Global Cinema	
or COM 382	Analyzing Film	
COM 414	Organizational Communication	
COM 483	Health Communication	
Department Seminar Courses		
Select 4 credits in department seminar courses from the following:		4
COM 403	Strategic Communication and Public Relations	
COM 417	Applied Research Methods in Communication	
COM 484	Computer-Mediated Comm	
COM 493	Documentary - Historical Film	
COM 494	Integrated Mktg Communication	
Additional Communication Studies Courses		
Select 8 additional credits in communication studies courses from the following: ¹		8
COM 139	Appreciating Film	
COM 207	Oral Interpretation	

COM 214	Nonverbal Communication
COM 250	Pre-May Seminar
COM 300	May Seminar
COM/ART 368	Digital Photography
COM 380	Special Topics
COM 390	Academic Internship
COM 413	Advertising
COM 422	Mass Communications Law and Ethics
COM 431	Broadcast Newswriting and Reporting
COM 432	Electronic News Gathering
COM 480	Independent Study
COM 487	Directed Research
Any other COM course, unless the course was taken to fulfill another requirement for the major	
Total Hours	36

¹ Students may also include course options listed for requirements above if those requirements have already been satisfied.

Communication Studies Emphases

All students majoring in communication are strongly encouraged to select one or more emphases to focus their studies. Many emphases are available and can be tailored to meet the individual needs of each student. Majors are encouraged to discuss their interests with their advisors to plan a course of study. Listed below are some of the most common emphases that students select.

Applied Media Emphasis

This emphasis is for students who want a hands-on approach to contemporary media production skills and techniques. It is appropriate for those pursuing a variety of career paths, including information technology, advertising, integrated marketing, and online news production. Students interested in careers in journalism are encouraged to secure a complementary major or minor in English or multimedia journalism.

Code	Title	Hours
Suggested Courses		
COM 232	Video Production	4
COM 333	Audio Production & Podcasting	2
COM 334	Broadcast Performance	2

Cultural Communication Emphasis

An emphasis in cultural communication is a good choice for students interested in the theories and practice of interaction between and among people of different cultures. Potential careers in this emphasis would include international organizations, diplomacy, international business, government, and foreign language based employment.

Code	Title	Hours
Suggested Courses		
COM 316	Intercultural Communication	4
COM 324	Gender and Communication	4
COM 414	Organizational Communication	4

Communication Methods Emphasis

Focus in this emphasis is placed on the use of research methods and techniques to provide answers for communication-related questions. This emphasis provides strong preparation for those planning to do graduate study whether as preparation for an academic career or for work in research-related areas such as marketing or training.

Code	Title	Hours
Suggested Courses		
COM 315	Interviewing	4
COM 317	Rhetorical Theory and Criticism	4
COM 417	Applied Research Methods in Communication	4

Film Emphasis

The department offers a number of courses related to analysis, criticism and some production. Also see film studies minor.

Code	Title	Hours
Suggested Courses		
COM 139	Appreciating Film	4
COM 326	Global Cinema	4
COM 382	Analyzing Film	4

Gender Communication Emphasis

Students who want to explore how gender is communicated, performed and functions in both personal and public settings may find this emphasis an interesting choice. Those interested in social justice and advocacy issues, or who simply want to better understand how gender impacts everyday life, should consider adding this emphasis.

Code	Title	Hours
Suggested Courses		
COM 312	Interpersonal Communication	4
COM 316	Intercultural Communication	4
COM 324	Gender and Communication	4

Multimedia Journalism Emphasis

For students who have interests in journalism in a variety of print, broadcast and other electronic venues, the department has coursework geared toward journalistic careers and would encourage students also to pursue courses in the English department. Also see multimedia journalism major.

Code	Title	Hours
Suggested Courses		
COM 232	Video Production	4
COM 325	New Media	4
COM 431	Broadcast Newswriting and Reporting	4

Organizational Communication Emphasis

Choose this emphasis if you are interested in communication in contemporary organizations. This emphasis is appropriate for those who see themselves moving into supervisory or management positions in a wide array of organizations. Career options include supervisor with a not-for-profit organization, pastor or youth director, human resources professional, communication consultant, training and development specialist and, of course, business management.

Code	Title	Hours
Suggested Courses		
COM 312	Interpersonal Communication	4
COM 314	Group Communication and Team Building	4
COM 414	Organizational Communication	4

Public Relations Emphasis

Students choosing this emphasis will focus on the theories and practice of public relations, including PR writing, campaigns, crisis communication, and persuasive strategies. Students interested in careers in PR, event planning, strategic communication, social media management, promotions, and marketing communication would benefit from choosing this emphasis.

Code	Title	Hours
Suggested Courses		
COM 313	Persuasive Communication	4
COM 403	Strategic Communication and Public Relations	4
COM 494	Integrated Mktg Communication	4

Relational Communication Emphasis

This emphasis is for those who want to understand relational dynamics in personal and professional settings. Students interested in developing interaction competencies in friendships, families and work relationships, or aspire to positions in leadership, management, teaching, or human resources may find this emphasis a valuable addition to their major.

Code	Title	Hours
Suggested Courses		
COM 214	Nonverbal Communication	4
COM 312	Interpersonal Communication	4
COM 314	Group Communication and Team Building	4

Rhetorical Studies Emphasis

Students choosing this emphasis will focus on coursework in the art of rhetorical analysis, including theory and application to traditional and non-traditional artifacts and objects of study, to include film and other avenues of popular culture. Students in the emphasis may likely pursue graduate school, teaching, law school, political consulting and speechwriting, and other related fields.

Code	Title	Hours
Suggested Courses		
COM 202	Communication Criticism	4
COM 313	Persuasive Communication	4
COM 317	Rhetorical Theory and Criticism	4

Social Media Emphasis

This emphasis area will help students understand the ways in which social media affects human communication, as well as the theory and practice of social media use. Students interested in careers in social media management, as well as all students who are curious about the changing place of social media in the modern world, should consider choosing this emphasis area.

Code	Title	Hours
Suggested Courses		
COM 325	New Media	4

COM 484	Computer-Mediated Comm	4
COM 494	Integrated Mktg Communication	4

Many other options are possible. Other popular emphases include:

Health Communication, Communication Performance, and Strategic Communication.

Students are encouraged to work with their communication studies faculty advisors to develop emphasis areas to suit their unique interests in communication studies.

Degree and Graduation Requirements

In addition to the program-specific requirements listed above, all students must complete the graduation requirements specified for their degree. See the Degree and Graduation Requirements (<https://catalog.concordiacollege.edu/undergraduate-academic-community/degree-graduation-requirements/>) section for more information.