

# Communication Major

## Area of Emphasis

Students must complete requirements in one of the following areas of emphasis:

- Generalist
- Health Communication
- Journalism
- Mass Media
- Organizational Communication
- Public Relations
- Social Media Communication
- Sports Communication

## Generalist

Code	Title	Credits
<b>Supporting Courses <sup>1</sup></b>		<b>18</b>
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses</b>		<b>30</b>
Select 30 credits from any 300 and 400 level COMM courses		
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.

## Health Communication

Code	Title	Credits
<b>Core Courses:</b>		<b>18</b>
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
<b>Upper Level Courses:</b>		<b>30</b>
COMM 305	Principles of Public Relations/Corporate Communications	
COMM 308	Information and Communication Technologies	
COMM 335	Organizational Communication	
COMM 370	Health Communication Campaigns and Strategies	
COMM 380	Communication Law	
COMM 430	Information, Media and Society	
COMM 470	Health Communication and Technology	
COMM 477	Social Media Strategies	
COMM 480	Cases in Communications and Media Management	

**Choose 3 credits of upper level Communication electives****Total Credits****48****Journalism**

<b>Code</b>	<b>Title</b>	<b>Credits</b>
<b>Supporting Courses <sup>1</sup></b>		<b>18</b>
<b>Core Courses</b>		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses <sup>1</sup></b>		<b>30</b>
COMM 302	News Reporting and Writing	
COMM 380	Communication Law	
COMM 382	Public Relations Campaigns	
COMM 396	Advanced Reporting	
COMM 425	Digital Journalism	
COMM 474	Media Workshop I	
COMM 475	Media Workshop II	
<b>Choose three upper-level elective courses in Communication <sup>2</sup></b>		
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.

<sup>2</sup> Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a major in Communication.

**Mass Media**

<b>Code</b>	<b>Title</b>	<b>Credits</b>
<b>Supporting Courses <sup>1</sup></b>		<b>18</b>
<b>Core Courses</b>		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses <sup>1</sup></b>		<b>30</b>
COMM 302	News Reporting and Writing	
COMM 306	Radio Broadcasting	
COMM 307	Video Production	
COMM 309	Mass Media Advertising	
COMM 378	Documentary Video Production	
COMM 380	Communication Law	
COMM 430	Information, Media and Society	
COMM 477	Social Media Strategies	
<b>Choose upper-level Communication elective courses (totaling 6 credits) <sup>2</sup></b>		
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.

<sup>2</sup> Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a major in Communication.

## Organizational Communication

Code	Title	Credits
<b>Supporting Courses <sup>1</sup></b>		<b>18</b>
<b>Core Courses</b>		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses <sup>1</sup></b>		<b>30</b>
COMM 305	Principles of Public Relations/Corporate Communications	
COMM 308	Information and Communication Technologies	
COMM 333	Persuasion and Argumentation	
COMM 335	Organizational Communication	
COMM 336	Theories of the Interview	
COMM 380	Communication Law	
COMM 477	Social Media Strategies	
COMM 480	Cases in Communications and Media Management	
<b>Choose two upper-level elective courses in Communication <sup>2</sup></b>		
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.

<sup>2</sup> Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a major in Communication.

## Public Relations

Code	Title	Credits
<b>Supporting Courses <sup>1</sup></b>		<b>18</b>
<b>Core Courses</b>		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses <sup>1</sup></b>		<b>30</b>
COMM 302	News Reporting and Writing	
COMM 305	Principles of Public Relations/Corporate Communications	
COMM 335	Organizational Communication	
COMM 380	Communication Law	
COMM 382	Public Relations Campaigns	
COMM 474	Media Workshop I	
COMM 477	Social Media Strategies	
COMM 480	Cases in Communications and Media Management	

**Choose 2 upper-level elective courses in Communication <sup>2</sup>****Total Credits** **48**<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.<sup>2</sup> Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a major in Communication.**Social Media Communications**

Code	Title	Credits
<b>Supporting Courses</b>		<b>18</b>
<b>Core Courses <sup>1</sup></b>		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses</b>		<b>30</b>
COMM 305	Principles of Public Relations/Corporate Communications	
COMM 307	Video Production	
COMM 308	Information and Communication Technologies	
COMM 317	How to Create Great Social Media Content	
COMM 335	Organizational Communication	
COMM 380	Communication Law	
COMM 382	Public Relations Campaigns	
COMM 477	Social Media Strategies	
INFO SCI 410	Analytics and Information Problems	
Any Upper-Level COMM or IS Elective (Totaling 3 Credits) <sup>2</sup>		
<b>Total Credits</b>		<b>48</b>

<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.<sup>2</sup> Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a major in Communication.**Sports Communication**

Code	Title	Credits
<b>Supporting Courses</b>		<b>18</b>
<b>Core Courses <sup>1</sup></b>		
COMM 102	Introduction to Communication	
COMM 133	Fundamentals of Public Address	
COMM 185	Business and Media Writing	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
<b>Upper-Level Courses</b>		<b>30</b>
COMM 302	News Reporting and Writing	
COMM 304	Sports, Media, and Society	
COMM 305	Principles of Public Relations/Corporate Communications	
COMM 307	Video Production	
COMM 317	How to Create Great Social Media Content	
COMM 380	Communication Law	

COMM 382	Public Relations Campaigns
COMM 390	Sports Writing, Promotion, and Public Relations
COMM 480	Cases in Communications and Media Management
or COMM 477	Social Media Strategies
Any Upper-Level COMM or IS Elective (totaling 3 Credits) <sup>2</sup>	

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**Total Credits****48**

<sup>1</sup> Note: 5 of the 6 supporting courses must be completed before taking any upper-level courses.

<sup>2</sup> Internships are available for 1-12 credits but only 3 credits maximum of internship can be used to meet requirements of a major in Communication.