

# Bachelor of Fine Arts Degree with a Major in Communication

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## Selected Educational Outcomes

1. The speech communication major will demonstrate skill in the use of the materials and methods of communication and expression appropriate to the area of emphasis.
2. The speech communication major will demonstrate understanding of the theories and practices of interpersonal, intercultural, small group, and public communication.
3. The speech communication major will demonstrate skill in the analysis of the communication needs of clients and in the design and implementation of programs to satisfy those needs.

## Examples of Outcome Assessments

The Department assesses the extent to which the program requirements create the desired outcomes by using a variety of techniques. Examples of these assessments (and related educational outcomes) include the following:

1. General Speech Communication: COMM 4340. Students must develop a training program in interpersonal communication targeted for specific clients. The programs include research extending the theories and skills learned in the emphasis.
2. Public Relations: COMM 4230. Students must select an organization, define a public relations problem facing that organization, and design a public relations program to solve the problem, including research needed, construction of a public relations plan, implementation steps, communication of the plan, and evaluation of the plan's success.
3. Intercultural Organizational Communication: COMM 4420 and COMM 4440. In COMM 4420, students must conduct a communication audit for an area business or non-profit entity, report to the entity on the audit, write a summary report, and give an oral presentation in the course. In COMM 4440, students must develop a workshop on a topic relevant to intercultural communication and deliver the workshop to an area business or non-profit entity.
4. Students must pass an exit examination during their final year, assessing their mastery of concepts and practices taught in Area F and Senior Core courses.

## Requirements for the B.F.A. degree with a Major in Communication

<b>Core Curriculum</b>		60
Core Curriculum Areas A-E (See VSU Core Curriculum)		42
Core Curriculum Area F		
COMM 1100	Human Communication	3
COMM 2100	Introduction to Communication Theory	3
COMM 2300	Interpersonal Communication	3
Select one of the following:		3
ACED 2400	Computer Technology for the Workplace	
BUSA 2201	Fundamentals of Computer Applications	
CS 1000	Introduction to Microcomputers and Applications	
Select two of the following:		6
THEA 1000	Voice and Diction	
THEA 1100	Theatre Appreciation	
DANC 1500	Introduction to Dance	
MDIA 2000	Introduction to Mass Media	
PHIL 2010	Fundamentals of Philosophy	
PHIL 2020	Principles of Logic and Argumentation	
ACED 2050	Communications for the Workplace	
BUSA 2106	The Environment of Business	
A minimum grade of "C" is required for all Area F courses in the Communication Arts Department.		
<b>Senior College Curriculum</b>		60
Senior Core		
COMM 3000 & COMM 3100	Qualitative Communication Research Methods and Small Group Communication	6

COMM 3500 & COMM 3800	Fundamentals of Cross-Cultural Communication and Quantitative Communication Research Methods	6
Select two of the following:		6
COMM 4060	Persuasion	
COMM 4120	Theories of Public Communication	
COMM 4130	The Psychology and Semiotics of Communication	
COMM 4140	Interpersonal Communication Theory	
COMM 4160	Health Communication Theory	
COMM 4170	Rhetorical Criticism	
COMM 4600	Special Topics in Speech Communication	
Guided Electives		18
Select an Emphasis from below		24
General Speech Communication		
Public Relations		
Intercultural Organizational Communication		
<b>Total hours required for the degree</b>		<b>120</b>

### General Speech Communication Emphasis

COMM 3310 & COMM 3330	Listening and Interviewing	6
COMM 3071	Argumentation and Debate	3
COMM 3320	Nonverbal Communication	3
COMM 3410	Conflict Management and Leadership	3
COMM 4140	Interpersonal Communication Theory	3
COMM 4340 & COMM 4400	Capstone in General Speech and Organizational Presentation	6

### Public Relations Emphasis

COMM 3200	Introduction to Public Relations	3
COMM 3210	Electronic Public Relations Applications	3
COMM 3220	Public Relations Writing	3
COMM 3240	Public Relations Document Layout and Design	3
COMM 4200	Public Relations Techniques	3
COMM 4220	Integrated Communication	3
COMM 4230 & COMM 4240	Public Relations Plans and Campaigns and Public Relations Law and Ethics	6

### Intercultural Organizational Communication Emphasis

COMM 3320	Nonverbal Communication	3
COMM 3400	Organizational Communication	3
COMM 3410	Conflict Management and Leadership	3
COMM 3550	Managing Diversity	3
COMM 4400	Organizational Presentation	3
COMM 4420	Advanced Organizational Communication	3
COMM 4430 & COMM 4440	Ethics in Human Communication and Intercultural Training	6