

Bachelor of Fine Arts with a Major in Communication

The B.F.A. with a major in Communication prepares students for a wide variety of professional careers. Through the study of the theory and practice of communication, students in the Communication major gain expertise in the skills most valued in the 21st-century workplace. Students learn team leadership, decision making, critical and creative thinking, problem solving, presentational skills, persuasion, research, writing, technology, and intercultural communication by examining communication in multiple contexts. With the B.F.A. in Communication, students are prepared to move directly from the academic to the organizational environment. For information on careers in Communication, please visit the department website.

The National Association of Colleges and Employers conducts an annual survey, asking employers to identify the top skills they seek in college graduates. Of the top ten skills identified, nine are directly related to courses taught in the B.F.A. with a major in Communication. Similarly, for over four decades, the Fortune 500 list of most valued skills has been dominated by those taught in the Communication major.

Grade Point Average Requirement for the BFA with a Major in Communication

Students who declare a major in Communication must earn a grade point average of 2.25 or better in all Area F courses. Any student who fails to earn a 2.25 or better in Area F courses will be asked to change majors or will be switched to an undeclared major status.

Selected Educational Outcomes

1. The Communication major will demonstrate skill in the use of the materials, technology, and methods of communication and expression necessary to be global citizens.
2. The Communication major will demonstrate understanding of the theories and practices of interpersonal, intercultural, organizational, and public communication.
3. The 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 portfolio system. The completed portfolios will include designated assignments that will vary depending on course selection.

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

Core Curriculum	60
Core Curriculum Areas A-E (See VSU Core Curriculum)	42
Core Curriculum Area F	18
COMM 1110 Public Speaking	3
COMM 1500 Introduction to Communication Studies	3
COMM 1800 Communication Technology	3
COMM 2100 Introduction to Communication Theory	3
COMM 2300 Interpersonal Communication	3
COMM 2500 Communication, Culture, and Community	3
Senior College Curriculum	60
Communication Core	30
Communication and Values	9
COMM 3011 Argumentation and Advocacy	
COMM 3021 Persuasion	
COMM 3031 Communication Law and Ethics	
Communication Analysis	6
COMM 3111 Applied Communication Research	
COMM 4111 Data Analytics for Communication	
Workplace Skills	9
COMM 3311 Teams and Leadership	
COMM 3321 Conflict Management	
COMM 3331 Creativity and Communication Design	
Social Media Applications	6

COMM 3411	Visual Communication and Aesthetics	
COMM 3421	Social Media Strategies	
Emphasis: Select Interpersonal or Organizational Communication		12
Interpersonal Communication Emphasis		
COMM 4401	Advanced Interpersonal Communication	
COMM 4461	Interpersonal Communication Capstone	
COMM 4421	Nonverbal Communication	
or COMM 4431	Listening and Interviewing	
COMM 3231	Health Communication	
or COMM 4441	Communication Across Difference	
Organizational Communication Emphasis		
COMM 4501	Organizational Communication	
COMM 4511	Professional Communication	
COMM 4561	Organizational Communication Capstone	
COMM 4521	Crisis Communication and Negotiation	
or COMM 4531	Communicating Globally	
Guided Electives		18
Total hours required for the degree		120