

# Bachelor of Fine Arts with a Major in Communication

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The B.F.A. with a major in Communication with an emphasis on Organizational Communication or Interpersonal 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 with an Emphasis on Organizational Communication or Interpersonal Communication

<b>Core Curriculum</b>	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
<b>Senior College Curriculum</b>	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 or COMM 4431	Nonverbal Communication Listening and Interviewing	
COMM 3231 or COMM 4441	Health Communication Communication Across Difference	
Organizational Communication Emphasis		
COMM 4501	Organizational Communication	
COMM 4511	Professional Communication	
COMM 4561	Organizational Communication Capstone	
COMM 4521 or COMM 4531	Crisis Communication and Negotiation Communicating Globally	
Guided Electives		18
<b>Total hours required for the degree</b>		<b>120</b>

The B.F.A. with a major in Communication with a concentration in Public Relations prepares students to enter a demanding field in which professionals routinely use critical thinking, analysis, decision-making, writing, communication design, strategic planning, project management, presentation skills, and technology. Public Relations professionals must be responsive to multiple and often competing demands in complex and diverse organizational environments. The program in Public Relations allows graduates to work in a variety of fields, especially medical/health communication, nonprofit, corporate, and other contexts. Graduates can seamlessly move from the academic to the organizational environment. The B.F.A. with a Concentration in Public Relations is certified by the Public Relations Society of America (PRSA).

Students interested in pursuing Public Relations careers in the health care industry are encouraged to complete the Health Communications minor as part of their academic program.

## Grade Point Average Requirement for the BFA in Communication with a Concentration in Public Relations

Students who declare a major in Communication with a concentration in Public Relations 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 automatically switched to an undeclared major status.

## Selected Educational Outcomes

Students in the Public Relations concentration will:

1. demonstrate skill in the use of the materials, technology, and methods of communication and expression to target messages to appropriate publics.
2. demonstrate understanding of the theories and practices of public relations within the global marketplace.
3. demonstrate skill in the analysis of the communication needs of clients and in the design and implementation of programs and campaigns 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:

1. Writing: examining the quality of writing assignments in student portfolios from PREL 3220 and PREL 3240.
2. Research: examining the quality of research assignments in student portfolios from COMM 3110, PREL 4200, and PREL 4230.
3. Campaign Design: examining the quality of campaign analysis and design in student portfolios from PREL 3230 and PREL 4230.
4. Integrated Communication: examining the quality of cohesive packaging of advertising, marketing, and public relations to promote a product or a cause from PREL 4220 and PREL 4230.

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

<b>Core Curriculum</b>		60
Core Curriculum Areas A-E (See VSU Core Curriculum) <sup>1</sup>		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 2500	Communication, Culture, and Community	3
PREL 2000	Introduction to Public Relations	3
<b>Communication Core</b>		18
COMM 2300	Interpersonal Communication	3
COMM 3031	Communication Law and Ethics	3
COMM 3111	Applied Communication Research	3
COMM 3311	Teams and Leadership	3
COMM 4111	Data Analytics for Communication	3
JOUR 3510	News Writing	3
<b>Public Relations</b>		21
PREL 3210	Strategic Design for Public Relations	3
PREL 3220	Strategic Writing for Public Relations	3
PREL 3230	Public Relations Case Studies	3
PREL 3240	Strategic Design for Digital Media	3
PREL 4200	Public Relations Research	3
PREL 4220	Integrated Communication	3
PREL 4230	Public Relations Capstone	3
PREL 3250	Public Relations in Health Care	3
or COMM 3211	Event Planning	
<b>Guided Electives</b>		18
<b>Total hours required for the degree</b>		120

<sup>1</sup> Students are encouraged to take COMM 1100 as part of their Area C requirement.