

# Bachelor of Arts with a Major in Communication

The B.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.A. in Communication, students are able to select one of four tracks, which further emphasizes scholarship within the field and prepares them to move directly from the academic to the organizational environment.

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.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 B.A. 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 Core Field of Study courses. Any student who fails to earn a 2.25 or better in Core Field of Study 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.

## Requirements for the B.A. degree with a Major in Communication with an Emphasis in General Communication, Organizational Communication, Interpersonal Communication, or Public Relations

Code	Title	Hours
<b>Core Curriculum</b>		<b>60</b>
Core IMPACTS (See VSU Core Curriculum)		42
Core Field of Study		18
COMM 1110 or COMM 1100	Public Speaking Human Communication	3
COMM 1800	Communication Technology	3
COMM 2100	Introduction to Communication Theory	3
COMM 2300	Interpersonal Communication	3
COMM 2500	Introduction to Intercultural Communication	3
PREL 2000	Introduction to Public Relations	3
<b>Senior College Curriculum</b>		<b>60</b>
Communication Core		15
COMM 3021	Persuasion and Social Influence	
COMM 3111	Applied Communication Research	3
COMM 3112	Data Analytics in Communication	3
COMM 3411	Visual Communication and Aesthetics	3
COMM 3421	Social Media Strategies	3
<b>Communication Tracks: Select One</b>		
General Communication Track		
Select 12 hours of 3xxx/4xxx courses		
Interpersonal Communication Track		
COMM 4401	Advanced Interpersonal Communication	
COMM 4421	Nonverbal Communication	
COMM 4310	The Darkside of Communication	3
COMM 4350	Family Communication	3

## Organizational Communication Track

COMM 4501	Organizational Communication	
COMM 4511	Professional Communication	
COMM 4521	Crisis Communication and Management	
COMM 4531	Advanced Intercultural Communication	3

**Public Relations Track**

PREL 3210	Strategic Design for Public Relations	3
PREL 3220	Strategic Writing for Public Relations	3
PREL 4200	Public Relations Research	3
PREL 4220	Integrated Communication	3

**Upper Level Major Electives (select two from) <sup>1</sup>** **6**

COMM 3011	Argumentation and Advocacy	
COMM 3211	Event Planning	
COMM 3231	Health Communication	
COMM 3311	Teams, Leadership, and Small Group Communication	
COMM 3321	Conflict Management	
COMM 3331	Creativity and Communication Design	
COMM 4210	Advanced Public Speaking	
COMM 4431	Listening and Interviewing	
COMM 4601	Special Topics in Communication	
COMM 4611	Directed Study in Communication Arts	
COMM 4911	Communication Arts Study Abroad I	
COMM 4912	Communication Arts Study Abroad II	
MDIA 4200	Media Law and Ethics	
MDIA 4270	Diversity in Media	
MDIA 4400	Media Criticism	
MDIA 4450	International Media	
JOUR 3510	News Writing	

**Modern/Classical Foreign Language** **6**Guided Electives (six credits must be outside field of study) **18****Capstone or Internship Experience** **3**

COMM 4550		0-9
or COMM 4671	Internship in Communication	

**Total hours required for the degree** **120**<sup>1</sup> Students may take any upper division (3000-4000) COMM class offered to apply to their Upper-Level Major Electives requirements.