Bachelor of Arts in Communication Studies

The B.A. in Communication Studies emphasizes a broad evidence–based communication approach to creating shared meaning and understanding of messages in interpersonal, health, instructional, intercultural, organizational, persuasive, group, mass, social media and technologies, as well as public speaking contexts. The goal is to effectively train students to learn how to engage in rigorous application of communication theory and research that translates into application and practice in a variety of settings from non–profit organizations to corporate environments and government organizations.

Ancillary studies

The department suggests that students consider a minor in a complementary field such as English, sociology, psychology, political science or business. Students are encouraged to take at least one internship during their course of study.

Program requirements

- Substitutions for required courses are not permitted without approval of the Director of Undergraduate Studies.
- Majors must maintain a GPA of 2.500 or higher in the major. All courses in the major must be taken for a letter grade with a “C” or higher.
- To enroll in 300 level courses for COM and SCC, students require a minimum grade: COM 100 (B-) and COM 295 (C) or be enrolled in COM 295 as a co-requisite
- To enroll in 400 level courses for COM and SCC, students require a minimum grade: COM 100 (B-) and COM 295 (C). Other prerequisites as noted on the course description.

Students are strongly encouraged to consult with an advisor to construct a sequence of study.

requirements (33 credits)

- COM 100 Introduction to Communication Studies ................................................................................................................... 3
- COM 101 Public Speaking ........................................................................................................................................................... 3
- COM 110 Interpersonal Communication ..................................................................................................................................... 3
- COM 151 Mass Communication .................................................................................................................................................. 3
- COM 210 Theories of Persuasion ............................................................................................................................................... 3
- COM 211 Intercultural Communication ....................................................................................................................................... 3
- COM 212 Group Communication ................................................................................................................................................ 3
- COM 295 Introduction to Research Methods .................................................................................................................................. 3
- COM 498 Senior Seminar ............................................................................................................................................................ 3

one of the following (3 credits)

- COM 314 Communication Theory .............................................................................................................................................. 3
- COM 450 Mass Communication Theory ......................................................................................................................................... 3

one of the following (3 credits)

- COM 490 Independent Internship .................................................................................................................................................. 3
- INTI 490A International Internships via International Studies Abroad .......................................................................................... 3
- COM 491 Student–Faculty Research/Creative Activity .................................................................................................................. 3
- COM 499 Individual Study .............................................................................................................................................................. 3

electives (12 credits)

- four upper division COM or SCC courses (12 credits)

total credits ......................................................................................................................................................................................... 45