Communication Studies Major
Wilkinson College of Humanities and Social Sciences

Program Overview:

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.

Required Courses:
(30 Credits)
- COM 100  Introduction to Communication Studies
- COM 101  Public Speaking
- COM 110  Interpersonal Communication
- COM 151  Mass Communication
- COM 210  Theories of Persuasion
- COM 211  Intercultural Communication
- COM 212  Group Communication
- COM 395  Intro to Research Methods
- COM 498  Senior Seminar
- COM 499/491  Individual Study*

Supporting Courses:
One of the following: (3 credits)
- COM 314  Communication Theory
- COM 450  Mass Communication Theory

One of the following: (3 credits)
- COM 490  Independent Internship
- INTI 490  International Studies Internship

Four of the following: (12 credits)
At least 6 credits must be upper-division
- COM 202  Speech Team
- COM 229  Experimental Course
- COM 240  Argumentation and Debate
- COM 251  Issues in Mass Communication
- COM 310  Business and Professional Communication
- COM 311  Gender and Communication
- COM 328  Mass Media Effects
- COM 329  Experimental Course
- COM 331  Radio: History/Impact
- COM 351  Propaganda and Public Opinion
- COM 355  Family Communication
- COM 393  Communication and Law
- COM 401  Persuasive Speaking
- COM 402  Speech Team
- COM 410  Organizational Communication
- COM 411  Communication in the Global Workplace
- COM 412  Communication & Workplace technology
- COM 418  Advanced Interpersonal Communication
- COM 429  Experimental Course
- COM 440  Conflict, Power, and Negotiation
- COM 445  Social Media and Contemporary Society
- COM 450  Mass Communication Theory
- COM 452  Political Communication
- COM 456  Mother Daughter Communication
- COM 480  Nonverbal Communication
- COM 482  Health Communication
- COM 485  Media and Relationships
- COM 491  Student-Faculty Research/Creative Activity
- COM 493  Ethical Controversies in Communication
- COM 499  Individual Study

Total Credits: 48

Suggested Areas of Focus:

There are six areas of study in the Communication major: interpersonal/family, emerging technologies and digital media, health communication, organizational communication, mass communication, and intercultural communication.

The curriculum is designed to facilitate student mastery of theory and research, to enhance communication skills, and to enhance student preparation for a variety of careers or graduate study. The communication major is not designed as a training program in advertising, journalism, production, or public relations; but it provides a theoretical foundation in the broader discipline of communication studies.

By design, the courses in the curriculum tend to cluster into several different areas of study. These areas represent important foci in the communication discipline and are areas in which the Department’s faculty possess special expertise. It is suggested that students may specialize in one of these areas or may design individual programs of study by choosing other combinations of electives that best meet their needs and career objectives and tailor their academic experience.

Engage in the Community!

- Chapman University Forums and Seminars
- Chapman Radio
- Chapman Speech Team
- Lambda Pi Eta (National Communication Assn Honors Society)
- Metacomunicate (An undergraduate online research publication publishing top student research)
- Toastmasters
- Chapman University Research Day

Additional Resources:

Department of Communication Studies
www.chapman.edu/wchss/comm/

Career Development Center
www.chapman.edu/cdc

*NOTE: Students are required to participate in a full-time faculty member’s research team or creative project.
### Interpersonal/Family Communication
- COM 110 Interpersonal Communication
- COM 210 Theories of Persuasion
- COM 229 Experimental Course
- COM 311 Gender and Communication
- COM 314 Communication Theory
- COM 329 Experimental Course
- COM 355 Family Communication
- COM 418 Advanced Interpersonal Communication
- COM 429 Experimental Course
- COM 440 Conflict, Power, and Negotiation
- COM 456 Mother Daughter Communication
- COM 480 Nonverbal Communication
- COM 482 Health Communication
- COM 485 Media and Relationships
- COM 493 Ethical Controversies in Communication
- COM 499/491 Individual Study

### Health Communication
- COM 110 Interpersonal Communication
- COM 211 Intercultural Communication
- COM 314 Communication Theory
- COM 328 Mass Media Effects
- COM 355 Family Communication
- COM 456 Mother Daughter Communication
- COM 480 Nonverbal Communication
- COM 482 Health Communication
- COM 485 Media and Relationships
- COM 493 Ethical Controversies in Communication
- COM 499/491 Individual Study

### Emerging Technologies and Digital Media
- COM 151 Mass Communication
- COM 210 Theories of Persuasion
- COM 212 Group Communication
- COM 229 Experimental Course
- COM 310 Business and Professional Communication
- COM 329 Experimental Course
- COM 351 Propaganda and Public Opinion
- COM 410 Organizational Communication
- COM 411 Communication in the Global Workplace
- COM 412 Communication & Workplace Technology
- COM 429 Experimental Course
- COM 450 Mass Communication Theory
- COM 485 Media and Relationships
- COM 491/499 Individual Study

### Mass Communication
- COM 151 Mass Communication
- COM 229 Experimental Course
- COM 251 Issues in Mass Communication
- COM 328 Mass Media Effects
- COM 331 Radio: History and Impact
- COM 352 Experimental Course
- COM 351 Propaganda and Public Opinion
- COM 393 Communication and Law
- COM 429 Experimental Course
- COM 445 Social Media and Contemporary Society
- COM 450 Mass Communication Theory
- COM 452 Political Communication
- COM 482 Health Communication
- COM 485 Media and Relationships
- COM 493 Ethical Controversies and Communication
- COM 491/499 Individual Study

### Organizational Communication
- COM 101 Public Speaking
- COM 210 Theories of Persuasion
- COM 229 Experimental Course
- COM 310 Business and Professional Communication
- COM 311 Gender and Communication
- COM 314 Communication Theory
- COM 329 Experimental Course
- COM 393 Communication and Law
- COM 401 Persuasive Speaking
- COM 410 Organizational Communication
- COM 412 Communication in the Global Workplace
- COM 429 Experimental Course
- COM 445 Social Media and Contemporary Society
- COM 493 Ethical Controversies in Communication
- COM 491/499 Individual Study

### Intercultural Communication
- COM 211 Intercultural Communication
- COM 229 Experimental Course
- COM 311 Gender and Communication
- COM 314 Communication Theory
- COM 329 Experimental Course
- COM 411 Communication in the Global Workplace
- COM 429 Experimental Course
- COM 440 Conflict, Power, and Negotiation
- COM 480 Nonverbal Communication
- COM 493 Ethical Controversies in Communication
- COM 491/499 Individual Study

### Career Possibilities*

#### Interpersonal/Family Communication:
- Social Community & Human Services (e.g. victim services, case manager, community organizer); Education (e.g. health educator, advocate, family resource coordinator, academic advising or counseling); Business (e.g. administrator, event coordinator, manager, human resource specialist, consultant, real estate agent)

#### Health Communication:
- Health/Medical/Pharmaceutical (e.g. director of communication, clinica public relations, health promotion campaign developer, health communication analyst, hospice manager, government health information specialist); Education (e.g. school healthcare administrator, healthcare educator & trainer, medical grants writer, research analyst, intervention support specialist)

#### Emerging Technologies and Digital Media
- ALL areas (e.g. social media managers, project managers for virtual projects, usability specialists, multimedia marketing, web publishing, game design, new media researchers)

#### Mass Communication
- Social Community, and Human Services (e.g. social media administrator, media events coordinator, social media campaign manager, lobbyist); Education (e.g. mass media health educator, media literacy specialist, mass media educator, professor); Business (e.g. media manager, media market researcher, public relations); Media (e.g. copy editor, advertising executive, news broadcaster, corporate communications coordinator, director of media operations)

#### Organizational Communication
- Human Resources/Coordination Context (e.g. labor relations, interviewer, communication coordinator, ombudsman, company representative, media relations); Instructional/Training Context (e.g. corporate trainer, instructional designer); Persuasion Context (e.g. sales, communication campaign director, social media specialist, recruiter, fundraiser)

#### Intercultural Communication
- Business & Communication (e.g. sales representative, executive manager, public information officer, mediator, customer service representative); Media & Cultural/Entertainment Industry (e.g. broadcasting station general manager, program director, community relations director, news editor, audience research associate, casting director, account executive); Politics & Government-Related Sectors (e.g. administrative press secretary, speech writer, political campaign consultant, elected official, multicultural affairs officer, global public diplomacy agent)

*NOTE: A number of the career possibilities listed require additional training, education, and/or licensure.*