

COMMUNICATION PROGRAMS

Communication Program Information:

The Communication Major focuses on how people communicate in a variety of settings, with new and emerging technologies, while gaining real-world experience. Whether students seek to inform, inspire, or drive social change, faculty will help students to harness the power of your voice and speak up with confidence.

Communication Minor Information

Build a Platform That's Personal & Powerful.

The Communication minor prepares students to imagine, create and deliver innovative communication using emerging technologies and effective strategies. Students gain essential, current knowledge while enjoying hands-on learning.

This minor blends core communication theory and tools with the latest digital production techniques preparing graduates for success in a dynamic and growing field.

Communication Specializations

Health Communication (HCOM.D.SPEC.2022)

- Learn to educate, inform, and influence the public through a multidisciplinary field of study and practice.
- Apply communication evidence, strategy, theory, and creativity to promote behaviors, policies and practices.
- Strive to advance the health and well-being of people and populations.

Organizational Communication and Leadership (OCOML.D.SPEC.2022)

- Learn how to communicate strategically within an organization.
- Develop skills to relate policies, procedures, training, cultural norms and values.
- Understand how to counsel leaders in both internal and external communications to meet the needs of organizations, their key stakeholders, and publics.

Strategic Communication and Public Relations (SCOMP.D.SPEC.2022)

- Learn how to conceptualize, develop, implement, and evaluate communication plans, strategies, and tactics
- Tailor messaging to best meet the needs of organizations, their key stakeholders, and the public

Communication Learning Outcomes:

Faculty

Faculty

Major Req

Communication Major (COMM.D.BA) Requirements 25-26 Catalog¹

Code	Title	Credits
COMM-200	Communication Foundations	3
COMM-220	Listening and Mindfulness	3
COMM-230	Visual Communication	3
COMM-300	Collaboration Strategies	3

COMM-320	Media Studies	3
COMM-325 or BU-279	Writing for Professions (General Education) Business Communication	3
COMM-330	Emerging Technologies	3
COMM-340	Persuasion and Advocacy	3
COMM-360	Logic & Argumentation	3
COMM-380 or BU-490A or BU-490B	Business Practicum Business Capstone I Business Capstone II	3
COMM-371 or COMM-372 or COMM-374 or COMM-376	Advanced Audio & Podcasting Audio Advanced Photography Digital Publishing Advanced Web Design	3
COMM-490	Communication Capstone	1-3
INTERN-383	Internship Seminar	1-4
Choose 6 Credits From Below		6
A-352A, A-359A, A-363A, A-364, A-364A, A-366A, A-376A, AED-354, AHS-409, CENA-437, COMM-200, COMM-220, COMM-230, COMM-300, COMM-320, COMM-325, COMM-330, COMM-340, COMM-350, COMM-360, COMM-371, COMM-372, COMM-374, COMM-376, COMM-377, COMM-379, COMM-400, GLS-330, GLS-370, HED-354, HUM-358, HUM-364, MU-310, PL-310, POL-330, RL-311, RL-375, SOC-437		
Total Credits		41-46

¹ This major requires a minor.

Minor

Communications (COMM.D.SUP.2022) Minor Requirements¹ 25-26 Catalog

Code	Title	Credits
COMM-200	Communication Foundations	3
COMM-220 or COMM-300 or COMM-320 or COMM-340 or COMM-360 or COMM-380 or COMM-490	Listening and Mindfulness Collaboration Strategies Media Studies Persuasion and Advocacy Logic & Argumentation Business Practicum Communication Capstone	3
Choose 6 Credits From: COMM-230, COMM-330, COMM-371, COMM-372, COMM-374, COMM-376, COMM-378, COMM-379		6
Choose 6 Credits From: A-352A, A-359A, A-363A, A-364, A-364A, A-366A, A-376A, AED-354, AHS-409, CENA-437, COMM-200, COMM-220, COMM-230, COMM-300, COMM-320, COMM-325, COMM-330, COMM-340, COMM-350, COMM-360, COMM-371, COMM-372, COMM-374, COMM-376, COMM-377, COMM-379, COMM-400, GLS-330, GLS-370, HED-354, HUM-364, MU-310, PL-310, POL-330, RL-311, RL-375, SOC-437		6
Total Credits		18

¹ May not double-count courses.

Specializations

Communication Specializations 25-26 Catalog

Health Communication Specialization Information

Students are prepared to educate, inform, and influence the public through a multidisciplinary field of study and practice that applies communication evidence, strategy, theory, and creativity to promote behaviors, policies, and practices that advance the health and well-being of people and populations.

Health Communication (HCOM.D.SPEC.2022) Specialization Requirements 25-26 Catalog

Code	Title	Credits
COMM-220	Listening and Mindfulness	3
COMM-340	Persuasion and Advocacy	3
COMM-350	Healthcare Communication	3
Total Credits		9

Organizational Communication and Leadership Specialization Information

Students are prepared to strategically address communication within an organization to relate policies, procedures, training, cultural norms and values and lead and/or counsel leaders in both internal and external communications to meet the needs of organizations, their key stakeholders, and publics.

Organizational Communication and Leadership (OCOML.D.SPEC.2022) Specialization Requirements 25-26 Catalog

Code	Title	Credits
COMM-300	Collaboration Strategies	3
COMM-325	Writing for Professions	3
or BU-279	Business Communication	
COMM-380	Business Practicum	3
SOC-437	Fundraising & Grant Writing: Principles & Practice	3
or CENA-437	Fundraising & Grant Writing: Principles & Practice	
Total Credits		12

Strategic Communication and Public Relations Specialization Information

Students are prepared to conceptualize, develop, implement, and evaluate communication plans, strategies, and tactics to meet the needs of organizations, their key stakeholders, and publics.

Strategic Communication and Public Relations (SCOMP.D.SPEC.2022) Specialization Requirements 25-26 Catalog

Code	Title	Credits
COMM-340	Persuasion and Advocacy	3
COMM-325	Writing for Professions	3
COMM-379	Public Relations & Social Media	3
Total Credits		9