

COMMUNICATION (COMM) MAJOR

FIND YOUR VOICE

Do you love to create videos, tweet, or post status updates? Are teachers routinely praising your writing style? Alverno's versatile and employable communication major focuses on how we communicate in a variety of settings, with new and emerging technologies, and while gaining real-world experience.

Whether you seek to inform, inspire, or drive social change, we'll help you to harness the power of your voice and speak up with confidence.

Students may choose to specialize in:

Health Communication

- 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

- 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

- 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

or COMM-372	Advanced Photography	
or COMM-374	Digital Publishing	
or COMM-376	Advanced Web Design	
COMM-490	Communication Capstone	3
COMM Elective	Communication (COMM) Elective, 300 or 400 level	6
INTERN-383	Internship Seminar	2
Total Credits		44

Requirements

Code	Title	Credits
Core Courses		
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	Writing for Professions	3
COMM-330	Emerging Technologies	3
COMM-340	Persuasion and Advocacy	3
COMM-360	Logic & Argumentation	3
COMM-380	Business Practicum	3
COMM-371	Advanced Audio & Podcasting Audio	3