

B.A. COMMUNICATION STUDIES Generalist Concentration

The Generalist in Communication Studies Concentration consists of 39 credit hours. It allows students to build unique coursework plans suited to their interests and customized to diverse career pathways. It provides for expanded interdisciplinary educational experiences.

Communication Studies Major Prerequisites (12 credit hours)

Course Prefix/Number	Description	Credit Hours	Notes
COMM 1101	Public Speaking	3	Requires grade of C or better
COMM 2100	Introduction to Communication Theory	3	Requires grade of C or better; Limited to 2 attempts
COMM 2104	Communication Studies Foundations	3	Requires grade of C or better
STAT 1222 or 1220 or 1221	Introduction to Statistics	3	Requires grade of C or better

Students who have met the requirements above and have a 2.0 cumulative GPA may begin taking core or upper division courses. These courses will only be open to students who have completed above prerequisites and have completed the formal declaration process.

Communication Studies Major Core Requirements (9 credit hours)

For Communication Studies majors who have completed the above prerequisites

Course Prefix/Number	Description	Credit Hours	Prerequisites/Notes
COMM 2101	Introduction to Rhetorical Theory	3	Major prerequisites completed
COMM 3100	Communication Research Methods	3	Major prerequisites completed
COMM 3101	Persuasion	3	Major prerequisites completed

Restricted Electives (18 credit hours)

Students must complete 18 credit hours of Restricted Electives taken at the 2000 level and above. At least 9 credit hours must be completed in COMM courses, with at least 6 of those hours at the 3000 level and above. The remaining 9 credit hours may be completed in COMM or JOUR courses. No more than 9 credit hours of 2000 level courses may be counted towards the Restricted Electives requirement. Minors in Journalism may only count 6 credit hours toward both the Communication Studies major and the Journalism minor.

COMM course 2000 or 3000 level	3 Credits
COMM course 3000 or 4000 level	6 Credits
COMM or JOUR course 2000, 3000 or 4000	6 Credits
COMM or JOUR course 3000 or 4000	3 Credits

Elective Course Options

Course Prefix/Number	Description	Credits	Prerequisites/Notes
COMM 2102	Advanced Public Speaking	3	Major prerequisites completed
COMM 2103	Argumentation and Debate	3	Major prerequisites completed
COMM 2105	Small Group Communication	3	Major prerequisites completed
COMM 2107	Interpersonal Communication	3	Major prerequisites completed
COMM 2120	Black Images in the Media in the U.S.	3	Cross-listed with AFRS 2120
COMM 2145	Principles of Public Relations	3	Major prerequisites completed
COMM 2146	Public Relations Ethics	3	Major prerequisites completed; Additional prerequisite: JOUR 2160
COMM 3050	Topics in Communication Studies	3	Limited to Specialized Student Groups
COMM 3051	Topics in Health Communication	3	COMM 3115
COMM 3052	Topics in Media & Technology	3	COMM 3120
COMM 3053	Topics in Rhetoric, Culture and Social Change	3	
COMM 3054	Topics in Organizational Communication	3	COMM 3141
COMM 3055	Topics in Public Relations	3	COMM 2145
COMM 3056	Topics in Communication Studies	3	
COMM 3110	Gender and Communication	3	Cross-listed with WGST 3110
COMM 3120	Media & Technology (Formerly MM)	3	Major prerequisites completed
COMM 3121	Mass Communication and Society	3	Major prerequisites completed
COMM 3125	News Media for Communications	3	
COMM 3126	Globalization and Digital Media	3	
COMM 3130	Rhetoric and Public Culture	3	Major prerequisites completed
COMM 3131	Black Culture and Communication	3	
COMM 3135	Leadership, Communication, and Group Dynamics	3	Some sections are restricted
COMM 3136	Leadership, Service, and Ethics	3	Some sections are restricted
COMM 3141	Organizational Communication	3	Major prerequisites completed
COMM 3142	Applications in Organizational Communication	3	COMM 3141
COMM 3160	Business Communication	3	Restricted to business majors
COMM 3245	Public Relations Writing	3	JOUR 2160
COMM 3403	Debate Practicum	3	Major prerequisites completed
COMM 3890	Honors Thesis I	3	Limited to Honors Program

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COMM 3891	Honors Thesis II	3	Limited to Honors Program
COMM 4050	Topics in Communication Studies	3	Major prerequisites completed
COMM 4115	Seminar in Health Communication	3	COMM 3115
COMM 4141	Advanced Organizational Communication	3	COMM 3141
COMM 4145	Communication Campaigns	3	COMM 3245
COMM 4147	International Public Relations	3	COMM 2145
COMM 4410	Professional Internship	3-6	COMM 2105, 3141, or 3145
COMM 4652	Advanced Seminar in Media Technology	3	Major prerequisites completed
JOUR 2160	Introduction to Journalism	3	
JOUR 3050	Topics in Journalism	3	JOUR 2160
JOUR 3160	Advanced News Reporting & Writing	3	JOUR 2160
JOUR 3161	News Editing	3	JOUR 2160
JOUR 3162	Feature Writing	3	JOUR 2160
JOUR 3163	Visual Communication in Media	3	JOUR 2160

Overview of Other Concentrations:

Health Communication Studies

Course Prefix/Number	Description	Credit Hours	Prerequisites/Notes
COMM 3115*	Health Communication	3	
COMM 3051*	Topics in Health Communication	3	COMM 3115
COMM 4115*	Seminar in Health Communication	3	COMM 3115 & Senior standing

Media & Technology Studies

Course Prefix/Number	Description	Credit Hours	Prerequisites/Notes
COMM 3120	Media, Technology & Communication	3	
COMM 3052	Topics in Media & Technology	3	COMM 3120
COMM 4652	Advanced Seminar in Media & Technology Studies	3	COMM 3120

Organizational Communication

Course Prefix/Number	Description	Credit Hours	Prerequisites/Notes
COMM 3141*	Organizational Communication	3	
COMM 3142*	Applications in Organizational Communication	3	COMM 3141
COMM 4141*	Advanced Organizational Communication	3	COMM 3141

Public Relations

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Course Prefix/Number	Description	Credits	Prerequisites/Notes
COMM 2145*	Principles of Public Relations	3	Major prerequisites completed
COMM 2146	Public Relations Ethics	3	Major prerequisites completed
COMM 3245*	Public Relations Writing	3	JOUR 2100 and JOUR 2160
COMM 4145*	Communication Campaigns	3	COMM 2145 and COMM 3245

Rhetoric, Culture, and Social Change

Course Prefix/Number	Description	Credits	Prerequisites/Notes
COMM 2102	Advanced Public Speaking	3	
COMM 2103	Argumentation and Debate	3	
COMM 3130	Rhetoric and Public Culture	3	
COMM 3131	Black Culture and Communication	3	
COMM 3053	Topics in Rhetoric, Culture, and Social Change	3	
COMM 3110	Gender and Communication	3	

Internship

Course Prefix/Number	Description	Credits	Prerequisites/Notes
COMM 4410	Communication Internship	3	COMM 2120, Junior standing