

# COMMUNICATION STUDIES MAJOR (BA TRADITIONAL)

Lifelong skills such as speaking, working in groups, working with new media, organization, critical thinking, and writing form the foundation of the Communication Studies program. Classroom and on-the-job internship experiences prepare students for thoughtful and informed entry into countless career choices.

The Communication Studies major is based on research data which indicates that employers are interested in potential employees with skills in oral communication, listening, writing, interpersonal communication, interviewing and small group communication, and who have some career training and orientation.

## General Education Requirements

All degree seeking undergraduate students must complete the general education (<http://catalog.csp.edu/archive/2019-2020/undergraduate/academic-information/general-education-requirements>) requirements.

## Degree Requirements

Bachelor of Arts (<http://catalog.csp.edu/archive/2019-2020/undergraduate/academic-information/graduation-requirements/#ba>) degree consists of a major of typically 32 to 44 credits or two minors, general education courses, and elective courses totaling a minimum of 120 credits.

| Code                                        | Title                              | Credits |
|---------------------------------------------|------------------------------------|---------|
| <b>Prerequisites from General Education</b> |                                    |         |
| COM 103                                     | Interpersonal Communication (4)    |         |
| COM 309                                     | Intercultural Communication (4)    |         |
| <b>Required <sup>1</sup></b>                |                                    |         |
| COM 212                                     | Public Speaking                    | 4       |
| COM 327                                     | Topics in Communication            | 2       |
| COM 222                                     | Social/Mass Media Communication    | 4       |
| COM 325                                     | Social Media Relations & Analytics | 4       |
| COM 403                                     | Family Communication               | 4       |
| COM 441                                     | Communication Research Methods     | 4       |
| COM 442                                     | Communication Theory               | 4       |
| COM 443                                     | Persuasive Communication           | 4       |
| COM 478                                     | Organizational Communication       | 4       |
| COM 490                                     | Senior Seminar                     | 2       |
| COM 498                                     | Internship                         | 6       |
| Total Credits                               |                                    | 42      |

<sup>1</sup> If total credits equal less than 44 due to approved transfer courses or transition courses that were previously three credits, students may use the supporting courses below or additional internship credits to reach the required total.

## Supporting Courses

### Visual Communication

| Code    | Title          | Credits |
|---------|----------------|---------|
| ART 241 | Photography I  | 3       |
| ART 341 | Photography II | 3       |

|               |                      |    |
|---------------|----------------------|----|
| ART 282       | Graphic Design I     | 3  |
| ART 342       | Digital Photography  | 2  |
| ART 382       | Graphic Design II    | 3  |
| ART 383       | Web Design I         | 3  |
| ART 441       | Advanced Photography | 4  |
| Total Credits |                      | 21 |

### Public Relations and Marketing

| Code          | Title                      | Credits |
|---------------|----------------------------|---------|
| MAR 301       | Principles of Marketing    | 4       |
| MAR 312       | Consumer Behavior          | 4       |
| MAR 313       | Advertising and Promotions | 4       |
| MAR 470       | Digital Marketing          | 2       |
| MAR 471       | Global Marketing           | 2       |
| COM 320       | Media and Public Relations | 4       |
| Total Credits |                            | 20      |

### Sport Management

| Code          | Title                                | Credits |
|---------------|--------------------------------------|---------|
| KHS 390       | Sport Management                     | 4       |
| KHS 392       | Marketing and Fundraising            | 4       |
| KHS 393       | Planning & Managing Sport Facilities | 4       |
| KHS 394       | Sport Business                       | 4       |
| Total Credits |                                      | 16      |

### Writing

| Code          | Title                                     | Credits |
|---------------|-------------------------------------------|---------|
| ENG 221       | Journalism                                | 4       |
| ENG 227       | Column Writing                            | 2       |
| ENG 222       | Journalism Practicum                      | 1       |
| ENG 228       | Review Writing                            | 2       |
| ENG 320       | Writing in the Workplace                  | 2       |
| ENG 420       | Persuasive Writing on Contemporary Issues | 4       |
| Total Credits |                                           | 15      |