

# 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/2021-2022/undergraduate/academic-information/general-education-requirements/>) requirements.

## Degree Requirements

Bachelor of Arts (<http://catalog.csp.edu/archive/2021-2022/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 222	Social/Mass Media Communication	4
COM 325	Social Media Relations & Analytics	4
COM 327	Topics in Communication <sup>2</sup>	6
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	4
<b>Total Credits</b>		<b>44</b>

<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.

<sup>2</sup> Topics in Communication is a two credit course that will be repeated three times in order to meet the major credit requirement of 44 credits.

## 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
<b>Total Credits</b>		<b>21</b>

### 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
<b>Total Credits</b>		<b>20</b>

### 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
<b>Total Credits</b>		<b>16</b>

### 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	3
ENG 420	Persuasive Writing on Contemporary Issues	3
<b>Total Credits</b>		<b>15</b>