

COMMUNICATION (COMN.BA) MAJOR

Professor Hannah R. Kennedy, Program Director

The Communication program provides a foundation in the study of human communication while integrating major areas of study in the communication field, including speech, writing, public relations, graphic design, marketing, journalism and event management.

The program's integrated curriculum prepares students with theoretical principles in the communication field, and then requires them to apply those principles in a variety of communication contexts. The flexible curriculum can be customized by students through selection of a focus area of seven courses outside the Communication program; e.g. from psychology, political science, business, art, etc.

Program Mission Statement:

The mission of the Communication program is to prepare graduates for a creative and progressive career in a variety of communication settings and to contribute to the profession and the community through service and scholarship.

Highlights of the Communication Program:

- The program can be completed in 3 years.
- The program's multi-disciplinary approach prepares students for a variety of careers in communication fields, such as public relations, marketing, advertising, public information, event management, lobbying, development, sales, etc.
- The learning experience can be customized by student selection of a seven-course area of focus outside the program.
- Guest speakers and adjunct professors provide career connections and references for current students and alumni.
- Students engage in two professionally-mentored internship opportunities. Students complete a service-learning practicum on-campus and an external internship with a company/organization in the communication field.

Program Outcomes

The graduate will:

1. Use communication theory and principles to analyze, design and evaluate oral, written, and visual communication in a variety of professional settings.
2. Use current communication technologies and software to analyze, design and evaluate oral, written and visual communication for a variety of professional settings.
3. Use a variety of communication methods and tools to analyze, design, and evaluate an event or campaign for a variety of settings in the field of communication.

Admissions Requirements:

Students must gain general admission to the University of Charleston.

Curriculum:

The Communication major consists of 39 credits of Core Requirements, 9 credits of electives and 72 credits of Liberal Learning Outcomes and Electives, for a total of 120 credits, the minimum required for graduation.

Program Core requirements	
Course	Credit
ICOM 151 Human Communication	3
ICOM 201 Public Speaking	3
ICOM 221 Introduction to Journalism	3
ICOM 225 Introduction to Public Relations	3
ICOM 230 Graphic Design I	3
ICOM 305 Public Relations Campaigns	3
ICOM 361 Practicum in Communication	3
ICOM 362 Public Relations Writing	3
ICOM 400 Communication Research & Theory	3
ICOM 405 Senior Project in Communication	3
ICOM 441 Communication Law & Ethics	3
ICOM 480 Seminar in Professional Development	3
ICOM 498 Communication Internship	3
Total	39

Typical First Year Schedule:

Students entering as freshmen with no transfer credits will typically have a Course schedule similar to the one in the table below.

Typical First Year Schedule			
Fall		Spring	
Course	Credits	Course	Credits
COMM 101 Freshman Writing I*	3	COMM 102 Freshman Writing II*	3
BUSI 151 Introduction to Business	3	SPCH 103 Oral Communication Fundamentals**	3
ICOM 225 Introduction to Public Relations	3	HUMN 1XX Humanities course	3
NSCI 117 Why Science Matters	4	ICOM 151 Human Communication	3
PSYC 101 Introduction to Psychology	3	MATH 116 Survey of Mathematics	3
UNIV 101 Orientation to University	1	UNIV 102 The University Experience	2
	Total 17		Total 17

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A student from another major must complete a total of 18 credit hours of Communication courses to receive a minor in Communication.

Required Courses: (9 credits)

ICOM 151 Human Communication
 ICOM 225 Introduction to Public Relations
 ICOM 400 Communication Research & Theory

Choose 3 courses from the following: (9 credits):

ICOM 221 Introduction to Journalism
 ICOM 201 Public Speaking
 ICOM 305 Public Relations Campaigns
 ICOM 325 Feature Writing
 ICOM 361 Practicum in Communication
 ICOM 362 Public Relations Writing
 ICOM 441 Communication Law & Ethics
 ICOM 498 Communication Internship

Typical Four-Year Schedule

The table below illustrates a typical schedule for completion of the Communication program in four years.

YEAR ONE			
Fall Semester		Spring Semester	
Course	Credit	Course	Credit
UNIV 101 Orientation to University	1	UNIV 102 University Experience	2
NSCI 117 Why Science Matters	4	SPCH 103 Oral Communication Skills	3
COMM 101 Freshman Writing I	3	HUMN 1XX (any portfolio-building course)	3
BUSI 151 Introduction to Business	3	COMM 102 Freshman Writing II	3
PSYC 101 Introduction to Psychology	3	ICOM 151 Introduction to Human Communication	3
ICOM 225 Introduction to Public Relations	3	MATH 116 Survey of Mathematics	3
Total:	17	Total:	17