

## 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, digital media 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 and 9 credits of electives.

<b>Program Core requirements</b>	
<b>Course</b>	<b>Credit</b>
ICOM 151 Human Communication	3
ICOM 201 Public Speaking	3
DMDS 201 Digital Media and Graphics	3
ICOM 221 Introduction to Journalism	3
ICOM 225 Introduction to Public Relations	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
<b>Total</b>	<b>39</b>

### 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
ICOM 225 Introduction to Public Relations	3	SPCH 103 Oral Communication Skills	3
NSCI 117 Why Science Matters (STEM Flex)	3	ICOM 151 Human Communication	3
PSYC 101 Introduction to Psychology (SS Flex)	3	MATH 120 Intermediate Algebra (STEM Flex)	3
UNIV 104 College Motivation & Success	3	UNIV 105 Found of Character & Leadership	3
<b>Total 15</b>		<b>Total 15</b>	

## **COMMUNICATION (COMN.BA) MINOR**

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 201 Public Speaking
- ICOM 221 Introduction to Journalism
- ICOM 305 Public Relations Campaigns
- ICOM 314 Persuasive Communication
- 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 104 College Motivation & Success	3	UNIV 105 Found of Character & Leadership	3
NSCI 117 Why Science Matters (STEM Flex)	3	SPCH 103 Oral Communication Skills	3
COMM 101 Freshman Writing I	3	COMM 102 Freshman Writing II	3
ICOM 225 Introduction to Public Relations	3	ICOM 151 Human Communication	3
PSYC 101 Introduction to Psychology (SS Flex)	3	MATH 120 Intermediate Algebra (STEM Flex)	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
YEAR TWO			
Fall Semester		Spring Semester	
Course	Credit	Course	Credit
ICOM 201 Public Speaking	3	ICOM 362 Public Relations Writing	3
BUSI 151 Introduction to Business	3	ICOM 221 Introduction to Journalism	3
FINA 201 Financial Literacy or ACCT 201 Principles of Accounting I	3	ENGL 340 Creative Writing (Humanities Flex)	3
ART 250 Photography (Elective Flex)	3	POLS 101 American National Government (SS Flex)	3
DMDS 201 Digital Media & Graphics (Humanities Flex)	3	ICOM 361 Practicum in Communication	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
YEAR THREE			
Fall Semester		Spring Semester	
Course	Credit	Course	Credit
ICOM 498 Communication Internship	3	DMDS 202 Image Manipulation & Web Aes (Elective Flex)	3

ICOM 325 Feature Writing	3	DMDS 302 Web & Social Media Design	3
ICOM 400 Communication Research & Theory	3	ICOM 325 Feature Writing	3
ICOM 364 Social Media Strategies	3	MRKT 321 Principles of Marketing	3
ICOM 305 Public Relations Campaigns	3	ICOM 314 Persuasive Communication	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>

**YEAR FOUR**

Fall Semester		Spring Semester	
Course	Credit	Course	Credit
ICOM 441 Communication Law & Ethics	3	ICOM 405 Senior Project in Communication	3
MRKT 401 Advertising	3	ICOM 480 Seminar in Professional Development	3
Elective or minor course	3	Elective or minor course	3
Elective or minor course	3	Elective or minor course	3
Elective or minor course	3	Elective or minor course	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>