

COMMUNICATION MAJOR

Professor Hannah R. Kennedy, Program Director

Communication 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.

Program Description

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.

- 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.
- Students have the opportunity to work on the campus newspaper, *The Eagle*.
- Students can also join the Public Relations Student Society of America (PRSSA), our professional communication organization.

Communication Program Learning 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.

What You Will Study

The Communication major consists of 45 credits of Core Requirements and 9 credits of electives.

Program Core requirements	
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
DMDS 303 Digital Media & Graphics II	3
ICOM 361 Practicum in Communication	3
ICOM 362 Public Relations Writing	3
ICOM 400 Communication Research & Theory	3
ICOM 403 Advanced Videography	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	45

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 Semester		Spring Semester	
ENGL 101 Freshman Writing I	3	ENGL 102 Freshman Writing II	3
ICOM 225 Introduction to Public Relations (Flex Elective)	3	SPCH 103 Oral Communication (embedded)	3
NSCI 117 Why Science Matters (STEM Flex)	3	ICOM 151 Human Communication (Flex Elective)	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
Total	15	Total	15

Typical Four-Year Schedule

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

FIRST YEAR

Fall Semester		Spring Semester	
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 (embedded)	3
ENGL 101 Freshman Writing I	3	ENGL 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
Total:	15	Total:	15

SECOND YEAR

Fall Semester		Spring Semester	
ICOM 201 Public Speaking	3	ICOM 362 Public Relations Writing	3
BUSI 151 Introduction to Business (ICOM Elective)	3	ICOM 221 Introduction to Journalism	3
FINA 201 Financial Literacy or ACCT 201 Principles of Accounting I (SS Flex)	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
Total:	15	Total:	15

THIRD YEAR			
Fall Semester		Spring Semester	
ICOM 498 Communication Internship	3	Elective Flex or minor course	3
ICOM 325 Feature Writing (ICOM Elective)	3	Elective or minor course	3
ICOM 400 Communication Research & Theory	3	ICOM 325 Feature Writing	3
ICOM 364 Social Media Strategies (ICOM Elective)	3	MRKT 321 Principles of Marketing	3
ICOM 305 Public Relations Campaigns	3	ICOM 314 Persuasive Communication	3
Total:	15	Total:	15

FOURTH YEAR			
Fall Semester		Spring Semester	
ICOM 441 Communication Law & Ethics	3	ICOM 405 Senior Project in Communication	3
MRKT 401 Advertising	3	ICOM 480 Seminar in Professional Development	3
DMDS 303 Digital Media & Graphics II	3	ICOM 403 Advanced Videography	3
Elective or minor course	3	Elective or minor course	3
Elective or minor course	3	Elective or minor course	3
Total:	15	Total:	15

Admissions Requirements:

Students must gain general admission to the University of Charleston.

Additional Requirements:

In order to graduate, students must earn a C or better in all courses required for the major. In addition, students must meet all graduation requirements of the University.

COMMUNICATION 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 364 Social Media Strategies

ICOM 441 Communication Law & Ethics

ICOM 498 Communication Internship