

COMMUNICATION MAJOR

Bachelor of Arts

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 credits
ICOM 201	Public Speaking	3 credits
DMDS 201	Digital Media and Graphics	3 credits
ICOM 221	Introduction to Journalism	3 credits
ICOM 225	Introduction to Public Relations	3 credits
ICOM 305	Public Relations Campaigns	3 credits
DMDS 303	Digital Media & Graphics II	3 credits
ICOM 361	Practicum in Communication	3 credits
ICOM 362	Public Relations Writing	3 credits
ICOM 400	Communication Research & Theory	3 credits
ICOM 403	Advanced Videography	3 credits
ICOM 405	Senior Project in Communication	3 credits
ICOM 441	Communication Law & Ethics	3 credits
ICOM 480	Seminar in Professional Development	3 credits
ICOM 498	Communication Internship	3 credits
Total		45

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.

Communication Minor

Required courses (9 credits):

ICOM 151	Human Communication	3 credits
ICOM 225	Introduction to Public Relations	credits
ICOM 400	Communication Research & Theory	credits

Choose 3 courses from the following (9 credits):

ICOM 201	Public Speaking	3 credits
ICOM 221	Introduction to Journalism	3 credits
ICOM 305	Public Relations Campaigns	3 credits
ICOM 314	Persuasive Communication	3 credits
ICOM 325	Feature Writing	3 credits
ICOM 361	Practicum in Communication	3 credits
ICOM 362	Public Relations Writing	3 credits
ICOM 364	Social Media Strategies	3 credits
ICOM 441	Communication Law & Ethics	3 credits
ICOM 498	Communication Internship	3 credits