

# Communication Studies B.A./B.S.

The Communication Studies program is designed as an area of study to apply scholarly communication research for a variety of careers and personal goals in an interconnected world.

## Two general goals of the program for graduates are:

1. Each graduate will be the most communicatively informed person in every communication situation they find themselves in, such as understanding others verbally and nonverbally in professional and personal situations.
2. Each graduate will be the most effective communicator verbally and nonverbally in each communication situation they find themselves in, such as professional and personal contexts. Furthermore, an essential part of effective communication is the ability to communicate strategically verbally and nonverbally to accomplish one's goals.

The program is designed around better understanding human communication in the general areas of study: Public Speaking, Nonverbal Communication, Business Communication, and Interpersonal Communication. Communication Studies prepares graduates for careers in positions such as human resources, sales, communication consultant, teaching, event planning, politics, corporate trainer, law, management, public relations, professional presenter, business, graduate school, and theological speaker to mention a few. The certification program for teacher education is comprehensive. It is a flexible major that can accommodate a variety of interests and career goals. A Minor in Communication Studies is also offered. For Questions Contact: Dr. John Ballotti (John.Ballotti@tamuc.edu) Program Director or

Dr. Stephen Furlich (Stephen.Furlich@tamuc.edu)

For course descriptions please refer to the university online undergraduate course catalogue. [http://catalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/literature-languages/communication\\_studies/](http://catalog.tamuc.edu/undergrad/colleges-and-departments/humanities-social-sciences-arts/literature-languages/communication_studies/)

A graduate in Communication Studies should possess: The ability to understand and apply the skills necessary for success:

1. Students will be able to communicate effectively using verbal, nonverbal or computer-mediated modalities.
2. Students will understand gender communication differences and communicate effectively with both sexes.
3. Critically evaluate ways of thinking.
4. Students will learn the effective methods for desirable outcomes in small group decision making.
5. Students will be able to apply knowledge of the interconnectedness of global dynamics in the 21st century.
6. Students will be able to demonstrate knowledge of the interconnectedness of global dynamics (issues, process, trends, and systems).
7. Understand communication research and theory and how it is integrated into practice.
8. Debate important issues.
9. Students will be able to demonstrate knowledge of the interconnectedness of global dynamics (issues, process, trends, and systems).
10. Understand communication research and theory and how it is integrated into practice.

Core Curriculum Courses:

42

See the Core Curriculum Requirements (<https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>)

## Required Courses:

24

COMS 1311	Studies in Human/Communication *	
COMS 1315	Fundamentals of Public Speaking *	
MMJ 2311	Multimedia Writing	
COMS 302	Argument & Debate, Oral Interpretation Deliveries	
COMS 319	Leadership & Conflict Management	
COMS 407	Communication Research Methods & Theory	
COMS 422	Organizational Communication	
COMS 492	Capstone in Communication	

## Choose one Communication Emphasis:

18

### Strategic Communication

Choose 18 SCH (6 courses):

COMS 2330	Public Relations Principles	3
COMS 2327	Advertising Principles	3
COMS 4336	Public Relations Campaigns	3
COMS 4353	Social Media	3
COMS 303	Images with Messages	3

COMS 444	Communication and Compliance Gaining	3
COMS 485	Internship	3
COMS 489	Independent Study	3
COMS 497	Special Topics (according to topic)	3
<b>Emphasis in Interpersonal and Nonverbal Communication</b>		
Choose 18 SCH (6 courses)		
COMS 301	Computer Mediated Communication	3
COMS 312	Persuading Others	3
COMS 316	Communiology and Gender Communication	3
COMS 406	Nonverbal Communication	3
COMS 408	Intercultural Communication	3
COMS 485	Internship	3
COMS 489	Independent Study	3
COMS 497	Special Topics (according to topic)	3
<b>Emphasis in Digital Media</b>		
Choose 18 SCH (6 courses)		
COMS 1336	Audio-Visual Communication	3
COMS 3301	Podcast Production	3
MMJ 221	Basic Audio Production and Radio Programming	3
MMJ 320	Broadcast Writing	3
MMJ 336	Media Law	3
MMJ 440	Broadcast & Digital Journalism	3
MMJ 445	Ethics in the Media	3
MMJ 495	Media Internship	3
COMS 489	Independent Study	3
COMS 497	Special Topics (according to topic)	3
<b>Minor(s) and Additional Electives</b>		<b>36</b>
<b>Total Hours</b>		<b>120</b>

\* This course will satisfy the university core curriculum requirement.

A grade of "C" or higher must be earned in all courses in this Major .

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
ENG 1301	College Reading & Writing	3
COMS 1307	Mass Communication in Society	3
HIST 1301	History of the United States through Reconstruction	3
PSCI 2305	United States Government and Politics	3
CID 2301	The Human Experience	3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
ENG 1302	Written Argument/Research	3
COMS 1311	Studies in Human/Communication	3
HIST 1302	History of the United States Since Reconstruction	3
PSCI 2306	Texas Government and Politics	3
Core Science 1		3
<b>Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
COMS 2327	Advertising Principles	3
Core Science 2		3
Core Lang/Phil/Culture		3
Core Social/Behavioral Sciences		3

Elective/minor		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMS 2330	Public Relations Principles	3
Core Math		3
Core Creative Arts		3
Degree Pathway		3
Elective/minor		3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
COMS 312	Persuasion	3
COMS 316	Gender Communication	3
COMS 333	Persuasive Deliveries in Context	3
Elective/minor		3
Elective/minor		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMS 319	Leadership & Conflict Management	3
COMS 303	Images with Messages	3
COMS 323	Popular Culture Promotion (Elective/minor)	3
Elective/minor		3
Elective/minor		3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
COMS 407	Communication Research Methods & Theory	3
COMS 406	Nonverbal Communication	3
Upper Level Elective/minor		3
Elective/minor		3
Elective/minor		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMS 414	Political Communication	3
COMS 4353	Social Media (Upper Level Elective/minor)	3
Upper Level Elective/minor		3
Elective/minor		3
Elective/minor		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>