

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/

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:

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

Required Courses in the Major 9 hours:

COMS 1311	Studies in Human/Communication *	
COMS 1321 or COMS 1315	Business/Professional Speaking * Fundamentals of Public Speaking	
COMS 407	Communication Research Methods & Theory	3
Plus 27 hours from:		27
COMS 312	Persuasion	3
COMS 316	Gender Communication	3
COMS 319	Leadership & Conflict Management	3
COMS 406	Nonverbal Communication	3
COMS 408	Intercultural Communication	3
COMS 414	Political Communication	3
COMS 1307	Mass Communication in Society	3
COMS 2327	Advertising Principles	3
COMS 2330	Public Relations Principles	3
COMS 4336	Public Relations Campaigns	3
COMS 4353	Social Media	3

COMS 323	Popular Culture Promotion	3
COMS 303	Images with Messages	3
COMS 444	Communication and Compliance Gaining	3
COMS 333	Persuasive Deliveries in Context	3
Minimum 18 hours required in the Minor		18
Electives required to meet minimum program hours		30
Total Hours		120

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This course will satisfy the university core curriculum requirement.

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