Communication Program

Purpose Statement

The mission of the communication department is to prepare competent communicators by providing students a foundation in communication theory and practice that will enhance their personal, civic, and professional lives.

Students who complete the communication major can expect to develop

- Confidence and competence in presentations.
- Effective, productive, and ethical communication skills for building personal and organizational relationships.
- Knowledge about the mass media and how those media affect how we communicate.
- Knowledge of how advertising and publicity messages are used and the ability to craft such messages.
- Skill in using communication technology and in evaluating how technology affects communication.
- Knowledge of theories that explain interpersonal, organizational, and mass mediated communication, and competence in systematic inquiry, including an understanding of the limitations of conclusions reached.
- Strategies to collect accurate information through observation, interviews, and research.
- Ability to recognize and correct errors in standard written English and in improving the style and structure of written texts.
- Ability to effectively communicate within and across gender and cultures.
- Strategies for effectively managing conflict.
- Competence in constructing and analyzing arguments intended to influence beliefs, attitudes, values, and practices.

Students who complete the digital media major with the communication emphasis will develop competence in

- Obtaining still images, audio, and video, and combining these media with text to tell stories effectively.
- Recognizing and correcting errors in standard written English and in improving the style and structure of written texts.
- Designing, laying out, and publishing content online and in print.
- Knowledge about the mass media and how those media affect how we communicate.
- Strategies to collect accurate information through observation, interviews, and research.
- Constructing and analyzing arguments intended to influence beliefs, attitudes, values and practices.

Communication Major

G-CM 120 Introduction to Human Communication (3 hours)
*G-CM 130 Interpersonal Communication (3 hours)
CM 135 Media Writing (3 hours)
G-CM 140 Public Speaking (3 hours)
CM 210 Multimedia Storytelling I (3 hours)
G-AR 220 Graphic Design for non-art majors (3 hours)
*G-CM 221 Intercultural Communication (3 hours)
G-MA 221 Elementary Applied Statistics (4 hours)
CM 240 Gender Communication (3 hours)
CM 305 Editing (3 hours)
CM 310 Public Relations (3 hours)
*EN 313 Advanced Expository Writing (3 hours)
CM 315 Communication Practica (2 hours)
CM 325 Conflict Communication (3 hours)
CM 330 Persuasion (3 hours)
CM 350 Web Design I (3 hours)
CM 375 Junior Seminar in Communication (1 hour)
*CM 475A Sr. Seminar in Communication Research (2 hours)
*CM 475B Senior Project in Communication (1 hour)

Total: 52 hours

Digital Media Major

All students completing the digital media major must complete the core courses (25 credit hours). They will then elect to complete the courses in either the communication *or* the visual design emphasis.

Core Courses
AR 130 Design Software (2 hours)
AR 205 Multimedia Software (2 hours)

AR 230 Graphic Design I (3 hours)
CM 330 Persuasion and Social Influence (3 hours)
AR 335 Moving Image Software (3 hours)
CM 350/AR 340 Web Design I (3 hours)
CM 360 Videography I (3 hours)
CM 440/AR 450 Web Design II (3 hours)
CM 410 Videography II (3 hours)

    Total: 25 hours

Choose one area of emphasis:

Communication Emphasis
G-CM 120 Introduction to Human Communications (3 hours)
CM 135 Media Writing (3 hours)
CM 210 Multimedia Storytelling I (3 hours)
G-CM 221 Intercultural Communication (3 hours)
CM 305 Editing (3 hours)
EN 315 Expository Writing (3 hours)
CM 315 Communication Practica (2 hours)
CM 310 Public Relations and Social Media Campaign (3 hours)
CM 375 Junior Seminar (1 hour)
CM 475A Senior Seminar in Communication Research (2 hours)
CM 475B Senior Project in Communication (1 hour)

    Total: 27 hours

OR:

Visual Design Emphasis
AR 103 Elementary Design (3 hours)
AR 203 Photography I (2 hours)
AR 235 Graphic Design II (3 hours)
AR 260 UX/UI Prototyping (2 hours)
AR 265 UX/UI Application (2 hours)
AR 303 Photography II (3 hours)
AR 320 Typography/Logo Branding (2 hours)
AR 330 Graphic Design III (3 hours)
AR 333 Commercial Photography I (3 hours)
AR 475G Graphic Design IV (3 hours)
AR 470 Graphic Design Senior Show (1 hour)

    Total: 27 hours

Suggested Supporting Courses for either emphasis
BA 221 Marketing
BA 322 Advertising and Promotion
BA 327 Consumer Behavior
BA 427 Marketing Research
ET 101 Creativity and Innovation

Competency Exam

Students who plan to major in communication, or the communication emphasis of the digital media major, must pass a writing competency exam. This exam will be offered in the spring semester, before pre-enrollment for the fall. Transfer students will take the exam early in their first semester at the college. Students who fail the exam may re-take it after participating in guided study and practice of writing.

Communication Minor

A minor in communication consists of **G-CM 120** Introduction to Human Communication (3 hours), and any other 17 hours of communication courses. Journalism and Video Practica may make up no more than four hours of coursework in the minor.