

# 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.