

# Chart Your Course in Communication Studies

Employers are looking for graduates who can “think critically, communicate clearly, and solve complex problems” (Hart Research Associates, 2013). With these skills and more, communication studies graduates are well prepared to succeed in a wide variety of careers or to go on to graduate and professional school. The communication studies curriculum is designed to give all of our students a solid foundation in the theory and practice of communication, along with the flexibility to explore their own interests in communication in depth.

Required courses for the Communication Studies concentration are offered every semester on the main campus, as well as online in rotating semesters, to maximize flexibility to student schedules. We also offer these courses on the same days & times each semester, so that students can plan their schedules well in advance.

## Start Here

*Communication Inquiry* (2100) and *Media and Information Literacy* (2101) are the foundational courses for the Communication Studies concentration. These courses will introduce you to the range of areas you can pursue in Communication Studies and the basic research and analysis skills to help you succeed in the rest of the major.

## Continue Your Journey

*Rhetoric and Civic Controversy* (3001) and *Communication Ethics* (3100) encourage you to think about the impact that communication has in the world. These courses will help you develop skills in critical thinking and ethical decision-making. *Communication Research Methods* (3330) will help you develop your research, writing, and problem solving skills as you develop a proposal for your capstone project.

## Finish Here

*Senior Capstone* (4381) is the culminating experience for the major. You will complete an independent research project on the topic of your choosing, while also reflecting on your educational experience with an eye toward moving on in your life and career

## Where Can Communication Studies Take You?

Recent Comm Studies graduates work in a variety of professional fields, such as: Account Executive/Management; Corporate Communications; Development & Fundraising; Human Resources; Marketing; Non-Profit Management; Sales; Social/Digital Media Management & Strategy. Comm Studies grads also go on to graduate and professional school.

## Focus Areas

Communication Studies students also choose at least 15 hours of electives in COMM, 9 of which come from one focus area. Choose a focus area that speaks to your interests and goals.

### **Professional & Relational Communication**

Courses in this focus area teach students how to effectively communicate in personal and professional settings; how people relate to one another as friends, families, or colleagues; how communication is central to relationships, jobs, health, and well-being.

#### *Courses*

3012 Health Comm, 3322 Theories of Persuasion, 3341 Discussion, 4011 Organizational Comm, 4014 Comm on the Internet, 4015 Health Literacy, 4016 Public Health Campaigns, 4340 Listening, 4341 Interpersonal Comm, 4342 Small Group Comm, 4363 Dialogue, 4373 Interracial Comm, 4375 Intercultural Comm, 4380 Comm & Conflict

### **Rhetoric & Public Advocacy**

Courses in this focus area teach students how politicians and citizens argue and advocate to advance causes and solve problems; how leaders craft and deliver persuasive and inspiring messages; how rhetoric is central to democracy, both historically and today.

#### *Courses*

3321 Argumentation & Debate, 3322 Theories of Persuasion, 3341 Discussion, 3360 Rhetoric & Pop Culture, 3361 African American Rhetoric, 4013 Political Comm, 4340 Listening, 4360 American Eloquence, 4364 Voices of American Women, 4365 Place, Community, & Communication, 4380 Comm & Conflict

### **Media & Culture**

Courses in this focus area teach students to think critically about media and society; how film, television, and digital media are created and circulated; how popular culture influences individuals and society to think and act in certain ways.

#### *Courses*

1851 Intro to Film, 3003 TV & Culture, 3322 Theories of Persuasion, 3360 Rhetoric & Pop Culture, 3800 Media Industries, 3820 Broadcast Prep & Performance, 3821 Audio Narratives, 4014 Comm on the Internet, 4811 Media 2.0, 4850 Film History I, 4851 Film History II, 4853 Documentary Form Film, 4854 Documentary Form Broadcast, 4856 Women & Film, 4858 Contemporary Cinema, 4859 Monster Films

**INTERNSHIPS:** COMM Studies majors are encouraged to seek out internships to enhance their educational experience and develop their professional skills. Learn more at <http://www.memphis.edu/communication/undergraduate/internships.php>

# Plan Your Schedule

## COMM Studies Required Courses Main Campus Schedule (Fall & Spring)

COMM 2100 (Comm Inquiry) – MWF 9:10-10:05 (prereq for COMM 3330)

COMM 2101 (Media/Info Literacy) – MWF 10:20-11:15 (prereq for COMM 3330)

COMM 3001 (Rhetoric/Civic Controversy) – TR 9:40 – 11:05

COMM 3100 (Comm Ethics) – TR 11:20 – 12:45

COMM 3330 (Comm Research Methods) – Lab M or W, 11:30-12:25; Lecture, MW 12:40-2:05

COMM 4381 (Senior Capstone) – MW 12:40-2:05 (Note: COMM 3330 is a prereq for 4381 and cannot be taken in the same semester)

**COMM Studies Required Course Availability** (Green = On campus; Green & Purple = On campus or online)

REQUIRED COURSES	ODD FALL	EVEN SPRING	EVEN FALL	ODD SPRING
<b>2100 – COMM Inquiry</b>				
<b>2101 – Media/Info Literacy</b>				
<b>3001 – Rhetoric/Civic Contr.</b>				
<b>3100 – Comm Ethics</b>				
<b>3330 – Research Methods</b>				
<b>4381 – Senior Capstone</b>				

## COMM Studies Focus Area Electives

A projected rotation for COMM Studies electives is posted at [www.memphis.edu/communication](http://www.memphis.edu/communication). Days and times will vary.

## Sample 4-Year Plan for COMM Studies Main Campus

1st Year Fall	1st Year Spring
ENGL 1010	ENGL 1020
Gen Ed Humanities	Gen Ed/BA Fine Arts
Gen Ed History	Gen Ed History
Gen Ed Social Science	Gen Ed Math
Foreign Language 1010 (or elective)	Foreign Language 1020 (or elective)
15 credit hours	15 credit hours

Total = 30 credit hours

Sophomore Fall	Sophomore Spring
<b>COMM 2100</b>	<b>COMM 2381</b>
<b>COMM 2101</b>	ENGL 2201/2202
Foreign Language 2010	Foreign Language 2020
Gen Ed Social Science	Gen Ed Nat Science
Gen Ed Nat Science	Open Elective
16 hours	16 hours

Total = 62 credit hours

Junior Fall	Junior Spring
<b>COMM 3001</b>	<b>COMM 3100</b>
<b>COMM UD Focus 1</b>	<b>COMM 3330</b>
<b>COMM Open Elective</b>	<b>COMM UD Focus 2</b>
BA Math/Nat. Sci.*	BA UD Humanities*
UD Elective	
Total = 15 hours	Total = 13 hours

Total = 90 credit hours

Senior Fall	Senior Spring
<b>COMM UD Focus 3</b>	<b>COMM 4381</b>
<b>COMM Open Elective</b>	<b>COMM Open Elective</b>
UD Elective	UD Elective
UD Elective	UD Elective
UD Elective	UD Elective
Total = 15 hours	Total = 15 hours

Total = 120 credit hours

\*Only for catalogs prior to Fall 2016

## Course Sequence for the Communication Studies Concentration (37 Hours)

