

Bachelor of Science (BS)
Degree Code 585 A
Non-Teaching

Program of Study for
Communication Majors
Communication Studies

- I. GENERAL EDUCATION 44**
 (COM 2121, COM 2124 or COM 3130 (maximum six hours) may count in Gen Ed: ILE and COM 3315 and COM 3300 in Gen Ed: LSE. Maximum nine hours total from major courses)
- II. MAJOR REQUIREMENTS 48**
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian. 18 semester hours must be taken at the 3000 level or higher.

Core Courses (6 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 ____ (3) Foundations of Human Communication
- COM 2101 ____ (3) Public Speaking

Junior Writing in the Discipline ____
Senior Capstone Experience ____

Major Core (12 sh)

- COM 2180 ____ (3) Communication Theory (Prerequisite: COM 1200)
- COM 2181 ____ (3) Introduction to Rhetorical Theory (Prerequisite: COM 1200)
- COM 3341 ____ (3) Communication Ethics (Prerequisites: RC 2001 or its equivalent; COM 1200 or consent of the instructor) **WID**
- COM 3928 ____ (3) Communication Research Methods (Prerequisites: Jr/Sr standing or consent of the instructor)
- OR
- COM 3929 ____ (3) Rhetorical Theory and Criticism (Prerequisites: Jr/Sr standing or consent of the instructor)

Public and Professional Contexts (18 sh) At least two courses (6 sh) must be selected from each context.

Public Contexts

- COM 2106 ____ (3) Argumentation and Advocacy
 (Corequisite or prerequisite: COM 2101 or consent of the instructor)
- COM 3120 ____ (3) Rhetoric & Religious Discourse (WID)
 (Prerequisite: RC 2001 or its equivalent)
- COM 3117 ____ (3) Environmental Communication
- COM 3155 ____ (3) Persuasion (WID) (Prerequisite: RC 2001 or its equiv)
- COM 3300 ____ (3) Mass Media & Society (GEN ED: LSE)
- OR
- COM 3130 ____ (3) Minorities in Media (GEN ED: ILE)
- COM 3305 ____ (3) Communication Law
- COM 3315 ____ (3) Political Communication (GEN ED: LSE)
- COM 3547 ____ (3) Selected Topics in Public Contexts
- COM 4101 ____ (3) Speechwriting (Prerequisite: COM 2101 or consent of the instructor)

Professional Contexts

- COM 2110 ____ (3) Intro to Nonverbal Communication
- COM 2121 ____ (3) Interpersonal Communication (GEN ED: ILE)
- COM 2124 ____ (3) Intercultural Communication (GEN ED: ILE; SSD)
- COM 2131 ____ (3) Health Communication
- COM 3110 ____ (3) Small Group Communication
- COM 3151 ____ (3) Gender Communication (WID) (Prereq: RC 2001 or equiv)
- COM 3152 ____ (3) Communication in Organizations
- COM 3311 ____ (3) Conflict Management
- COM 3546 ____ (3) Selected Topics in Professional Contexts

Applications (9 sh) Choose three of the following applications courses for a total of 9 sh. Internships and/or International Exp strongly encouraged.

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| COM 1600 ____ (3) Fundamentals of Electronic Media | COM 3320 ____ (3) Audio-Video Production |
| COM 2600 ____ (3) Introduction to Journalism | COM 3420 ____ (3) Photojournalism (Preq: TEC 1022) |
| COM 2610 ____ (3) News Reporting & Writing (Preq: COM 2600) | COM 3548 ____ (3) Selected Topics in Applications |
| COM 2612 ____ (3) Broadcast Newswriting (Preq: COM 1600) | COM 3600 ____ (3) Feature Writing
(Preq: COM 2600 & 2610, RC 2001 or equivalent, or consent of the instructor) |
| COM 2618 ____ (3) Intro to Media Publishing | COM 3620 ____ (3) Principles of Fundraising |
| COM 2700 ____ (3) Foundations of Advertising | COM 3640 ____ (3) Media Planning (Preq: COM 2700 or consent of instructor) |
| COM 3010 ____ (3) Media Graphics (Preq: COM 2618) | COM 3680 ____ (3) Literary Journalism |
| COM 3100 ____ (3) Interviewing Methods | COM 3900 ____ (3) Internship OR COM 3910 __ Interntl Exper |
| COM 3131 ____ (3) Health Comm in Interpersonal Contexts | COM 4152 ____ (3) Adv Organiztional Comm (preq: COM 3152) |
| COM 3132 ____ (3) Health & Mass Media | COM 4300 ____ (3) Media Sales (Preq: Jr/Sr standing, COM 3640 or consent of instr) |
| COM 3200 ____ (3) Internet Communication | PHO 1022 ____ (3) Photographic Imaging I |
| COM 3302 ____ (3) Copywriting for Advertising (WID) (Preq: RC 2001) | HOS 4040 ____ (3) Destination Management |
| COM 3312 ____ (3) Crisis Communication (WID) (Preq: RC 2001) | HOS 4050 ____ (3) Meeting & Convention Management |
| COM 3317 ____ (3) Social Media Strategies | |

Capstone Course (3 sh)

- COM 4432 ____ (3) Communication Studies Seminar (CAP) (Must be an admitted Communication Studies major with senior standing)

- III. MINOR REQUIRED 12 - 25**
 9 sh of a minor must be completed at Appalachian.

- IV. FREE ELECTIVES 5 - 27**
 2 sh of free electives outside the major discipline are required.
 Suggested COM Electives: COM 2115, COM 3900 **122**

Major Requirements that may count in Gen Ed:	
COM 2121 (3) Integrative Learning Experience	Total Major Hours: 48
COM 2124 (3) Integrative Learning Experience; SSD	Gen Edu: up to - 9
COM 3130 (3) Integrative Learning Experience	Net Major hours: 39
COM 3315 (3) Liberal Studies Experience	
COM 3300 (3) Liberal Studies Experience	