

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

Program of Study for
Communication Majors
Communication Studies

- I. GENERAL EDUCATION** 44
 (COM 3130 and/or COM 3315 if taken for the major may count toward General Education requirements if fulfilling a theme).
- 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: ENG 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.

<u>Public Contexts</u>	<u>Professional Contexts</u>
COM 2106 ____ (3) Argumentation and Advocacy (Corequisite or prerequisite: COM 2101 or consent of the instructor)	COM 2110 ____ (3) Intro to Nonverbal Communication
COM 3120 ____ (3) Rhetoric & Religious Discourse (WID) (Prerequisite: ENG 2001 or its equivalent)	COM 2121 ____ (3) Interpersonal Communication
COM 3117 ____ (3) Environmental Communication	COM 2131 ____ (3) Health Communication
COM 3155 ____ (3) Persuasion (WID) (Prerequisite: ENG 2001 or its equiv)	COM 3110 ____ (3) Small Group Communication
COM 3300 ____ (3) Mass Media & Society OR	COM 3124 ____ (3) Intercultural Communication
COM 3130 ____ (3) Minorities in Media (GEN ED:LG:Iden,Cult & Media)	COM 3151 ____ (3) Gender Communication (WID) (Preq: ENG 2001 or equiv)
COM 3305 ____ (3) Communication Law	COM 3152 ____ (3) Communication in Organizations
COM 3315 ____ (3) Political Communication (GEN ED:Aesth:Exp of Belief)	COM 3311 ____ (3) Conflict Management
COM 3547 ____ (3) Selected Topics in Public Contexts	COM 3546 ____ (3) Selected Topics in Professional Contexts
COM 4101 ____ (3) Speechwriting (Prerequisite: COM 2101 or consent of the instructor)	

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

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, ENG 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 __ Internl 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	TEC 1022 ____ (3) Photographic Imaging I
COM 3302 ____ (3) Copywriting for Advertising (WID) (Preq: ENG 2001)	HOS 4040 ____ (3) Destination Management
COM 3312 ____ (3) Crisis Communication (WID) (Preq: ENG 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** **11 - 24**
2 sh of free electives outside the major discipline are required.
Suggested COM Electives: COM 2115, COM 3900

Major Requirements that may count in Gen Ed:	Total Major Hours:	48
COM 3130 (3) LG: Identity, Culture & Media	Gen Edu: up to	- 6
COM 3315 (3) Aesthetic: Expressions of Belief	Net Major hours:	42