

COMMUNICATION MAJOR

The communication major is designed to enhance students' skills in oral, written, and visual communication. The major offers emphases in business communication, contemporary media, and relational communication in preparation for communication careers in areas such as public relations, human resources, ministry, and business.

Program Outcomes:

Students graduating with a Bachelor of Arts degree in Communication will be able to:

- plan and conduct hypothesis-testing original research projects
- modify oral, written, and visual messages appropriately for different channels of communication
- create professional presentations that indicate clear adaptation to the audience in terms of age, background, and expectations
- write professional-level messages designed for specific publication outlets and audiences
- understand and apply communication theories
- understand how communication is affected by context and genre
- understand how to communicate in an ethical, biblical manner

Requirements total 48 hours, including 33 hours of core courses and 15 hours from one of three emphases. (Note: Students must have the permission of the communication department chair to pursue more than one emphasis. Appropriate substitutions for overlapping courses will be determined for those students.)

Core

Code	Title	Hours
Overview of Communication		
Select three of the following		9
COM 120	Introduction to Communication	
COM 204	Mass Communication ¹	
COM 330	Intercultural Communication ¹	
COM 332	Interpersonal Communication	
Communication in Practice		
COM 112	Speech ¹	3
COM 255	Writing for Publication	3
COM 260	Student Publication I	3
COM 281	Social and Interactive Media Strategies	3
	or GPH 205 Intermediate Design Software	
COM 360	Student Publication II	3
COM 445	Internship	3
COM 490	Communication Capstone	3
GPH 105	Foundational Design Software ¹	3
Emphases		
Select one of the following emphases.		15
Total Hours		48

¹ May be used to fulfill a general education requirement.

Emphases

Business Communication Emphasis

Code	Title	Hours
BUS 101	Introduction to Business	3
	or BUS 113 Principles of Marketing	
	or BUS 115 Human Resources Management	
BUS 334	Advertising	3
COM 140	Introduction to Public Relations	3
COM 210X	Business Communication	3
COM 334	Group and Organizational Communication	3
Total Hours		15

Contemporary Media Emphasis

Code	Title	Hours
BUS 388	Digital Analytics	3
	or GPH 305 Advanced Design Software	
COM 140	Introduction to Public Relations	3
GPH 110	Design Foundations	3
GPH 210	Tangible Design	3
GPH 230	Introduction to Photography ¹	3
	or GPH 260 Typography	
	or GPH 385 Digital Storytelling	
Total Hours		15

¹ May be used to fulfill a general education requirement.

Relational Communication Emphasis

Code	Title	Hours
COM 334	Group and Organizational Communication ¹	3
COM 338	Gender and Family Communication ¹	3
PSY 220	Interpersonal Skills Training ¹	3
PSY 300	Personality Theories	3
	or PSY 350 Social Psychology	
	Select one of the following:	3
PSY 170X	Leadership Dynamics	
PSY 230	Crisis Intervention	
PSY 255	Psychology of Addiction ¹	
Total Hours		15

¹ May be used to fulfill a general education requirement.