

Applied Communications

Overview

The B.A. in Applied Communications equips students for careers in various settings where communication is critical to understanding and expressing ideas and concepts.

Courses in the major provide students with comprehensive skills in collaborative learning, critical thinking, and application of theories in ways that enhance the agency of the student. Each student will be able to:

- analyze media content
- understand theoretical and other aspects of public discourse
- understand and uphold high ethical standards in the communications field
- integrate communication principles with other disciplines

Students, in conversation with department faculty, have the opportunity to specialize their degree program by choosing a track that captures their interest. Within the area of specialization, students generally take three courses and focus their senior-year project in the area of the track.

Tracks Available:

Applied Communications: The Applied Communications Generalist track is intended for self-directed students who will devise their own program of interest picking courses from the other two concentrations or electives to design a unique program of study. Students use concentration courses to explore and build emphases that prepare them for various careers including social and human services, or prepare them for graduate school, pre-law, education, or pre-seminary.

Public Relations and Marketing: The Public Relations and Marketing concentration equips students for professions in marketing and promotional communications. Students explore how corporations and governmental agencies communicate with the public and how publics (e.g., social movements or nonprofits) communicate back to establishment entities. This concentration provides students with the tools to become effective communications professionals, delivering a solid foundation in communication theory and practice.

Digital Design: The Digital Design concentration introduces students to the relationships between communications and various multimedia technologies. Students explore methods of analyzing, designing, and rendering communicative messages using digital technologies. This concentration provides students with the conceptual and practical tools needed to become competent digital designers, producers, and critics. It also considers how we use (and misuse) technology in communicative exchanges.

Application Process

Students apply to the degree program during the spring semester of their sophomore year. (Application dates vary for transfer students. See department chair for details). Failure to complete the application process by the stated deadline will delay registration in further courses within the major. Students must be accepted into the degree program to enroll in upper-level courses in the major except with the approval of the instructor and department chair. The student is responsible for any costs incurred in the application process.

Major in Applied Communications (36 Credits)

There are 16 credits, 12 credits in the three options, and 8 credits of electives totaling 36 credits.

I. Prerequisites to Major [4 credits]

COMM 101 Intro to Com. & Public Speaking [4]

II. Required Major Emphasis Courses [16 credits]

COMM 320 Rhetorical & Com. Theories [4]

COMM 330 Methods of Inquiry & Research [4]

COMM 350 Persuasive Messages & Campaigns [4]

COMM 480 Capstone (Senior Thesis/Project) [4]

III. Choose one of three tracks

Track A: Applied Communications Generalist [12]

Students may opt for a generalist approach in which they design their own program of study through the self selection of up to three courses at the 300 level [12 credits] and at least 2 courses at the 400 level [8 credits].

Track B: Public Relations & Marketing [12]

Take all three courses

COMM 300 Media Writing & Analysis [4]

COMM 360 Advertising & Marketing Principles [4]

COMM 400 Public Relations [4]

and at least 2 COMM Electives [8]

Track C: Digital Design Option [12]

Take all three courses

COMM 310 Multimedia Message Analysis [4]

COMM 370 Multimedia Message Design [4]

COMM 410 Multimedia Message Production [4]

and at least 2 COMM Electives [8]

IV. Choose at least 2 Upper Division Elective Units: [8 credits]

COMM 380	Advanced Presentations	[4]
COMM 390	Freedom of Speech & Press	[4]
COMM 399	Supervised Research/Ind.Study	[4]
COMM 420	Rhetorical Criticism/Hermeneutics	[4]
COMM 430	Communication Consulting/Training	[4]
COMM 440	Health Communication	[4]
COMM 450	Communication in the Classroom	[4]
COMM 460	Intercultural Communication	[4]
COMM 470	Special Topics Seminar	[4]
COMM 490	Internships/Field Experience	[1 – 4]
COMM 499	Supervised Research/Ind. Study	[1 – 4]

Minor in Applied Communications (20 Credits)

- I. Complete the prerequisite to the Minor [4 credits]
COMM 101
- II. Complete two courses [8 credits]
COMM Emphasis:
COMM 320, COMM 330, or COMM 350
- III. Complete two courses [8 credits]
Upper-division (300 & above) COMM courses