

MAJOR IN COMMUNICATION STUDIES

(40 credits)

Code	Title	Credits
Required Core Courses (all concentrations) (15 Credits)		
CMM104	Public Speaking	3
CMM202	Interpersonal Communication	3
CMM315	Introduction to Strategic Communication	3
CMM353	Persuasion and Social Influence	3
CMM360	Organizational Communication	3
Complete one of the concentrations below (25 Credits)		
Select a concentration in Organizational Communication, Relational Communication, or Strategic Communication		25
Total Credits		40

Organizational Communication

Code	Title	Credits
Professional Communication Skills Course (3 Credits)		
CMM302	Business and Professional Communication	3
Required Methods Course (3 Credits)		
Select one of the following:		3
CMM352	Qualitative Communication Research Methods (Required Methods Course)	
CMM354	Quantitative Communication Research Methods	
Concentration Electives (9 Credits)		
Select three of the following:		9
CMM204	Small Group Communication	
CMM318	Organizational Reputation and Stakeholder Engagement	
CMM334	Communicating Corporate Social Responsibility	
CMM362	Leadership and Communication	
CMM374	Language & Everyday Conversation	
CMM430	Training and Development	
CMM450	Negotiation	
CMM452	Communication and Gender	
Elective Courses (6 Credits)		
At least three (3) upper-division credits are required.		6
Capstone Seminar (4 Credits)		
CMM454	Organizational Communication Seminar	4
Total Credits		25

Relational Communication

Code	Title	Credits
Professional Communication Skills Course (3 Credits)		
CMM302	Business and Professional Communication	3
Required Methods Course (3 Credits)		
Select one of the following:		3
CMM352	Qualitative Communication Research Methods	
CMM354	Quantitative Communication Research Methods	
Concentration Electives (9 Credits)		

Select three of the following:		9
CMM214	Storytelling and Culture	
CMM275	Asian Perspectives of the Self	
CMM325	Computer-Mediated Communication	
CMM355	Nonverbal Communication	
CMM359	Communication Among Cultures	
CMM374	Language & Everyday Conversation	
CMM379	Communication, Culture, and Difference	
CMM389	Perceptions of Diversity in Communication	
CMM452	Communication and Gender	
Elective Courses (6 Credits)		
At least three (3) upper-division credits are required.		6
Capstone Seminar (4 Credits)		
CMM455	Relational Communication Seminar	4
Total Credits		25

Strategic Communication

Code	Title	Credits
Professional Communication Skills Course (3 Credits)		
CMM231	Writing for Public Relations	3
Required Methods Course (3 Credits)		
Select one of the following:		3
CMM352	Qualitative Communication Research Methods	
CMM354	Quantitative Communication Research Methods	
Intermediate Concentration Core (9 Credits)		
CMM312	Design and Public Relations	3
CMM316	Strategic Public Relations Campaigns	3
CMM317	Social Media and Public Relations	3
Concentration Electives (6 Credits)		
Select two (2) of the following:		6
CMM318	Organizational Reputation and Stakeholder Engagement	
CMM324	Crisis, Risk, and Disaster Communication	
CMM326	Environmental Communication	
CMM334	Communicating Corporate Social Responsibility	
CMM375	Social Change and Advocacy Communication	
CMM451	Political Communication	
Capstone Seminar (4 Credits)		
CMM456	Seminar in Strategic Communication	4
Total Credits		25