

Professional Communication major:

I. CORE: Nine core courses focus on human communication (27 credits total):

These eight foundational courses are taken by all professional communication majors. They identify the sources of persuasion and help the students develop his/her communicative potential.

COM103 Principles of Professional Communication: Strategy (3cr)

COM104 Persuasion (3cr)

COM110 Small Group Dynamics

COM112 Interpersonal Communication

ENG224 Public Speaking (3cr)

COM208 Intercultural Communication (3cr)

COM303 Communication Ethics (3cr)

COM306 Organizational Communication (3cr)

In addition, Prof. Comm. Majors take a LIT300+ (3cr)

All Communication majors are encouraged to take FAS142 Photography for their Fine Arts Core and either CSC110 Information Infrastructure I –Java OR MAT105 Statistics for their math core.

II. VOCATIONAL: Professional preparation courses (12 credits): Vocational preparation courses designed to connect students with professional organizations, businesses, and practitioners in their chosen field of communication.

COM101 Freshman Comm Seminar I (1cr)

COM102 Freshman Comm Seminar II (1cr)

COM201 Sophomore Comm Seminar I (1cr)

COM202 Sophomore Comm Seminar II (1cr)

COM301 Junior Comm Seminar I (2cr)

COM302 Junior Comm Seminar II (2cr)

COM401 Senior Comm Seminar I (2cr)

COM402 Senior Comm Seminar II (2cr)

III. SPECIALIZATION ELECTIVES –five courses (15 credits): Elective courses are offered in four concentrations which apply foundational principles to specific areas, technologies, and professional practices.

IV. Campus Media –In addition, students must participate in a minimum of at least 4 semesters in at least two of the approved campus media project (Cardinal Connection, CardinalCast, etc.).

Concentration #1 Journalism, Broadcast, & Filmmaking (journalism, broadcast, filmmaking, and media studies)

Concentration #2: Corporate Communication (public relations; advertising; health and biomedical communication; science, energy, & environmental communication; social advocacy, and pre-law)

Concentration #3: Graphic Design and Web Communication (graphic design, publishing, web authoring, internet entrepreneurship)

Concentration #4: Creative Writing

PROGRAM TOTAL: 54 credits