

# COMMUNICATION STUDIES, BA

## Program Description

The mission of the Department of Communication & Media is to develop students who are effective and ethical communicators with the creative, critical, and collaborative skills necessary to succeed in a diverse global environment. The focus of the program is to enhance students' knowledge and practical skills in various areas of human communication including organizational leadership, public relations, and relational communication. Communication Studies majors select an emphasis in either Communication Studies or Public Relations to fulfill their coursework. It is critical for all Communication majors to meet with their academic advisor prior to registering each semester.

## Student Learning Outcomes

Students will:

- Gather, evaluate, and synthesize information to build and defend arguments.
- Demonstrate communication competence in varied contexts.
- Employ discipline specific knowledge in applied communication situations.

## General Requirements

Requirements	Credit Hours
Core Curriculum Program ( <a href="http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/">http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/</a> )	42
First-Year Seminars (when applicable) <sup>1</sup>	0-2
Communication Studies Major Requirements	39
Electives	33
Foreign Language Requirements	6
<b>Total Credit Hours</b>	<b>120-122</b>

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Full-time, first time in college students are required to take the first-year seminars.

- UNIV 1101 University Seminar I (1 sch)
- UNIV 1102 University Seminar II (1 sch)

## Program Requirements

Code	Title	Hours
<b>Full-time, First-year Students</b>		
UNIV 1101	University Seminar I	1
UNIV 1102	University Seminar II	1
<b>Core Curriculum Program</b>		
University Core Curriculum		42
<b>Communication Core Courses</b>		
COMM 1318	Interpersonal Communication	3
COMM 2330	Introduction to Public Relations	3

COMM 2335	Presentation Communication	3
COMM 3326	Research Methods	3
COMM 4345	Intercultural Communication	3
<b>Communication Emphasis</b>		
Select one of the following emphasis:		24
Communication Studies Emphasis (p. 1)		
Public Relations Emphasis (p. 1)		
<b>Electives</b>		
Select 33 hours of university electives.		33
<b>Foreign Language Requirements</b>		
See the College of Liberal Arts for the college language requirement.		6
<b>Total Hours</b>		<b>122</b>

## Communication Studies Emphasis

Code	Title	Hours
<b>Major Requirements</b>		
COMM 2333	Small Group Communication	3
COMM 3310	Communication Theory	3
COMM 4380	Senior Seminar in Communication Studies	3
<b>Prescribed Electives</b>		
Students will select 15 hours of major electives from the courses that appear below. No more than 6 hours of MEDA courses may be taken to fulfill these elective hours.		15
COMM 1321	Business and Professional Communication	
COMM 3311	Nonverbal Communication	
COMM 3325	Relational Communication	
COMM 3330	Persuasion	
COMM 3350	Leadership	
COMM 4314	Gender Communication	
COMM 4315	Communication and Sexuality	
COMM 4331	Public Relations Campaigns	
COMM 4335	Crisis Communication	
COMM 4350	Organizational Communication	
COMM 4360	International Leadership	
COMM 4390	Topics in Communication Studies	
COMM 4399	Communication Internship <sup>1</sup>	
MEDA 1307	Media and Society	
MEDA 1380	Introduction to Media Production	
MEDA 2350	Media Performance	
MEDA 3380	New Media and Communication	
<b>Total Hours</b>		<b>24</b>

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Only 3 semester hours of Internship credit may be counted toward the major.

## Public Relations Emphasis

Code	Title	Hours
<b>Major Requirements</b>		
COMM 3331	Public Relations Writing and Design	3
COMM 4331	Public Relations Campaigns	3
COMM 4335	Crisis Communication	3
COMM 4394	Professional PR Portfolio	3
<b>Prescribed Electives</b>		

Students will select 12 hours of major electives from the courses that appear below.

COMM 3311	Nonverbal Communication	
COMM 3330	Persuasion	
COMM 4326	Social Media Content and Measurement	
COMM 4350	Organizational Communication	
COMM 4390	Topics in Communication Studies	
COMM 4399	Communication Internship <sup>1</sup>	
ENGL 4321	Grants and Proposals	
MEDA 1307	Media and Society	
MEDA 2350	Media Performance	
MEDA 3318	Cross-Platform Editing & Layout	
MEDA 3340	Photojournalism	
MEDA 3361	Sports Writing	
MEDA 3380	New Media and Communication	
MEDA 4340	Advertising Criticism	
MEDA 4341	First Amendment and Ethical Issues in the Media	
MEDA 4342	Global Media and International Communication	
MEDA 4343	News Publication	
<b>Total Hours</b>		<b>24</b>

<sup>1</sup>

Only 3 semester hours of Internship credit may be counted toward the major.

## Course Sequencing Communication Studies

### First Year

Fall		Hours
UNIV 1101	University Seminar I	1
COMM 1311	Foundation of Communication	3
COMM 1318	Interpersonal Communication	3
University Core Curriculum		3
University Core Curriculum		3
University Core Curriculum		3
<b>Hours</b>		<b>16</b>
Spring		
UNIV 1102	University Seminar II	1
ENGL 1301	Writing and Rhetoric I	3
MEDA 1307	Media and Society	3
MATH 1332	Contemporary Mathematics	3
or PHIL 2303	or Introduction to Logic and Critical Thinking	
COMM 2330	Introduction to Public Relations	3
University Core Curriculum		3
<b>Hours</b>		<b>16</b>

### Second Year

Fall		
COMM 1321	Business and Professional Communication	3
COMM 2335	Presentational Communication	3
University Core Curriculum		3
University Core Curriculum		3

University Core Curriculum		3
<b>Hours</b>		<b>15</b>
Spring		
COMM 2333	Small Group Communication	3
MEDA 2350	Media Performance	3
University Core Curriculum		3
University Core Curriculum		3
University Core Curriculum		3
<b>Hours</b>		<b>15</b>
Third Year		
Fall		
COMM 3310	Communication Theory	3
COMM 3311	Nonverbal Communication	3
College Core		3
Upper Division Electives		3
Upper Division Electives		3
<b>Hours</b>		<b>15</b>
Spring		
COMM 3326	Research Methods	3
COMM 4314	Gender Communication	3
or COMM 4315	or Communication and Sexuality	
College Core		3
Upper Division Electives		3
Upper Division Electives		3
<b>Hours</b>		<b>15</b>
Fourth Year		
Fall		
COMM 3350	Leadership	3
COMM 4345	Intercultural Communication	3
Upper Divisional Elective		3
Upper Divisional Elective		3
Lower Divisional Elective		3
<b>Hours</b>		<b>15</b>
Spring		
COMM 4380	Senior Seminar in Communication Studies	3
Upper Division Electives		3
Upper Division Electives		3
Upper Division Electives		3
Lower Divisional Elective		1
<b>Hours</b>		<b>13</b>
<b>Total Hours</b>		<b>120</b>

## Public Relations

### First Year

Fall		Hours
UNIV 1101	University Seminar I	1
COMM 1311	Foundation of Communication	3
COMM 2330	Introduction to Public Relations	3
University Core Curriculum		3
University Core Curriculum		3
University Core Curriculum		3
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
UNIV 1102	University Seminar II	1
COMM 1318	Interpersonal Communication	3
MEDA 1307	Media and Society	3
ENGL 1301	Writing and Rhetoric I	3
MATH 1332 or PHIL 2303	Contemporary Mathematics or Introduction to Logic and Critical Thinking	3
University Core Curriculum		3
<b>Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
COMM 1321	Business and Professional Communication	3
University Core Curriculum		3
University Core Curriculum		3
University Core Curriculum		3
University Core Curriculum		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 2335	Presentational Communication	3
MEDA 2350	Media Performance	3
University Core Curriculum		3
University Core Curriculum		3
University Core Curriculum		3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
COMM 3330	Persuasion	3
College Core		3
Upper Division Electives		3
Upper Division Electives		3
Upper Division Electives		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 3331	Public Relations Writing and Design	3
COMM 4331	Public Relations Campaigns	3
College Core		3
Upper Division Electives		3
Upper Division Electives		3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
COMM 4335	Crisis Communication	3
COMM 4399	Communication Internship	3
Upper Division Electives		3
Upper Division Electives		3
Lower Divisional Elective		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 4394	Professional PR Portfolio	3
Upper Division Electives		3
Upper Division Electives		3

Lower Divisional Elective	1
Upper Division Electives	3
<b>Hours</b>	<b>13</b>
<b>Total Hours</b>	<b>120</b>

## Courses

### COMM 1311 Foundation of Communication

#### 3 Semester Credit Hours (3 Lecture Hours)

This course examines a breadth of topics fundamental to the study of communication and works to improve students' communication skills in three primary contexts: interpersonal relationships, group/teamwork, and presentational speaking.

TCCNS: SPCH 1311

### COMM 1315 Public Speaking

#### 3 Semester Credit Hours (3 Lecture Hours)

Research, composition, organization, and delivery of speeches for various purposes and occasions, with emphasis on listener analysis and on informative and persuasive techniques.

TCCNS: SPCH 1315

### COMM 1318 Interpersonal Communication

#### 3 Semester Credit Hours (3 Lecture Hours)

Predominant issues related to verbal and nonverbal communication with a focus on interpersonal relationships.

TCCNS: SPCH 1318

### COMM 1321 Business and Professional Communication

#### 3 Semester Credit Hours (3 Lecture Hours)

Introduces students to basic skills, principles, and contexts of communication in business and professional settings by combining public speaking with aspects of communication ethics and organizational, small group, and interpersonal communication. Students will learn practical skills via presentations, research, resumes, interviews, meetings, and professional writing grounded in communication theory.

### COMM 1342 Voice and Diction

#### 3 Semester Credit Hours (3 Lecture Hours)

Basic voice training, including techniques for vocal production, manipulation, and control. Practical application of the vocal apparatus will be emphasized, including techniques of enunciation, projection, articulation, and the use of dialects. (Credit may not be given for both this course and THEA 1342.)

TCCNS: SPCH 1342

### COMM 2330 Introduction to Public Relations

#### 3 Semester Credit Hours (3 Lecture Hours)

An exploration of the history and development of public relations including the theory and process of public relations, and the various publics and careers associated with the public relations industry.

TCCNS: COMM 2330

### COMM 2333 Small Group Communication

#### 3 Semester Credit Hours (3 Lecture Hours)

Application of small group theories and techniques as they relate to group process and interaction.

TCCNS: SPCH 2333

**COMM 2335 Presentational Communication****3 Semester Credit Hours (3 Lecture Hours)**

Advanced study of the principles and methods of formal presentations for various purposes and audiences to further develop students into effective communicators. Course assignments will include various special occasion speeches, dynamic instructional speeches, extemporaneous speaking, creation of effective visual aids, and a group community action presentation.

**COMM 3310 Communication Theory****3 Semester Credit Hours (3 Lecture Hours)**

The foundations, processes, and effects of human communication. A survey of contemporary theory and research, including language theory, nonverbal and small group communication, persuasion, and mass communication.

**COMM 3311 Nonverbal Communication****3 Semester Credit Hours (3 Lecture Hours)**

The study of body movement, touch, paralanguage, space, environment, and other nonverbal factors in the communication process.

**COMM 3325 Relational Communication****3 Semester Credit Hours (3 Lecture Hours)**

This course is an advanced interpersonal communication course that focuses on communication within relationships, such as family, romantic, friendship, and workplace relationships.

**COMM 3326 Research Methods****3 Semester Credit Hours (3 Lecture Hours)**

The purpose of this course is to increase student's knowledge of the research process used in the Communication Studies discipline. Specifically, the course will allow students the opportunity to learn the goals of communication research and scrutinize various techniques for creating academic research and assessing academic knowledge.

**COMM 3330 Persuasion****3 Semester Credit Hours (3 Lecture Hours)**

Various theories and forms of rhetorical persuasion. Topics include practical reasoning skills, psychological theories of persuasion, and critical responses to persuasive messages.

**COMM 3331 Public Relations Writing and Design****3 Semester Credit Hours (3 Lecture Hours)**

This course will introduce students to the basic principles and formatting requirements for public relations writing. Students will gain theoretical and practical experience in developing content for specific audiences.

**COMM 3335 UIL Debate and Speech****3 Semester Credit Hours (3 Lecture Hours)**

Understanding the University Interscholastic League debate and speech events. Students explore approaches to analytical reasoning, research delivery, and the conceptual basis for debate and gain practical experience in understanding and judging UIL in the high school setting.

**COMM 3350 Leadership****3 Semester Credit Hours (3 Lecture Hours)**

focuses on the communication of influence that takes place to achieve goals or encourage change. Specific attention will be devoted to a variety of approaches, processes, and theories that will provide students general knowledge of leadership.

**COMM 4314 Gender Communication****3 Semester Credit Hours (3 Lecture Hours)**

Examination of communication about women and men, as well as communication between them. Special course emphasis on explanations of gender, sexist language, media depiction of the sexes, and gender communication in the formation of social and work relationships.

**COMM 4315 Communication and Sexuality****3 Semester Credit Hours (3 Lecture Hours)**

This course will focus on communication and sexuality, specifically exploring sex and gender identity development and expression, intersections of race/ethnicity and sex/gender, how communication impacts various types of relationships, the role of communication in sexual activity, and power abuses related to sexual activity, with specific focus on consent and sexual safety.

**COMM 4326 Social Media Content and Measurement****3 Semester Credit Hours (3 Lecture Hours)**

This workshop-style course will provide students with an understanding of social media strategy and measurement. Students will develop engaging content for brands and public figures, gain experience using top social networks and use software to participate in social listening, content scheduling and measuring key performance indicators.

**COMM 4331 Public Relations Campaigns****3 Semester Credit Hours (3 Lecture Hours)**

An application of the public relations process (including primary and secondary research, goals and objective development, the selection of proper strategies and tactics for implementation, and an evaluation of campaign effectiveness) through the production and presentation of a public relations campaign for a local organization.

**Prerequisite:** COMM 2330.

**COMM 4335 Crisis Communication****3 Semester Credit Hours (3 Lecture Hours)**

An application of crisis communication (including organizational research, risk and vulnerability assessment, strategic communication, and performance and damage evaluation) through the development and presentation of a crisis communication plan for a local organization.

**COMM 4345 Intercultural Communication****3 Semester Credit Hours (3 Lecture Hours)**

An investigation of the process by which persons and groups of different cultural backgrounds create understanding. Types of knowledge, skills, and sensitivity necessary for intercultural communication are developed.

**COMM 4350 Organizational Communication****3 Semester Credit Hours (3 Lecture Hours)**

Examination and exploration of realistic applications of communication theories within the framework of an organization. Particular attention will be given to techniques for diagnosing communication problems, as well as strategies for effecting change in communication.

**COMM 4360 International Leadership****3 Semester Credit Hours (3 Lecture Hours)**

Study of international leadership in the context of communication and in multi-cultural and diverse settings. Influence of global economy, politics, social values in international leadership.

**COMM 4380 Senior Seminar in Communication Studies****3 Semester Credit Hours (3 Lecture Hours)**

This course serves as the capstone for the Communication Studies degree. It offers students opportunities to synthesize information learned in other Communication courses and demonstrate abilities to think critically, conduct independent research linked to appropriate communication theories, create individual and collaborative projects that demonstrate effective use of communication strategies, and present written and oral work at an advanced level.

**Prerequisite:** (COMM 2335, 3310 and 3326).

**COMM 4390 Topics in Communication Studies****3 Semester Credit Hours (3 Lecture Hours)**

Study of specialized topics and themes in communication studies. May be repeated when topics vary.

**COMM 4394 Professional PR Portfolio****3 Semester Credit Hours (3 Lecture Hours)**

Students prepare documents, explore strategies for enhancing their marketability, and assemble a professional portfolio of public relations work.

**Prerequisite:** COMM 2330 and (COMM 4331 or 4335).

**COMM 4396 Directed Individual Study****1-3 Semester Credit Hours**

See College description. By application. Only 3 semester hours of Directed Individual Study credit may be counted toward the major.

**COMM 4399 Communication Internship****3 Semester Credit Hours**

Practical experience in the field through placement in a communication internship position. Students interested in applying for the internship course must have a minimum cumulative GPA of 3.0; have at least junior standing at the university; be a communication studies major or minor, or public relations minor; have completed at least 12 hours of coursework in the major or minor at TAMU-CC. Preferred applicants will have a minimum communication or public relations GPA of 3.25. Course may be taken three times for credit; however only 3 semester hours of internship credit may be counted toward the major. A second internship may apply to the communication studies minor or public relations minor; a third internship may be used as a free elective. Authorization to repeat the internship course is contingent on the students' successful completion of the previous internship experience. This course is graded Credit/No Credit.