

# MAJOR IN COMMUNICATION STUDIES

(40 credits)

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

## Organizational Communication

Code	Title	Credits
<b>Professional Communication Skills Course (3 Credits)</b>		
CMM302	Business and Professional Communication	3
<b>Required Methods Course (3 Credits)</b>		
Select one of the following:		3
CMM352	Qualitative Communication Research Methods (Required Methods Course)	
CMM354	Quantitative Communication Research Methods	
<b>Concentration Electives (9 Credits)</b>		
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	
<b>Elective Courses (6 Credits)</b>		
At least three (3) upper-division credits are required.		6
<b>Capstone Seminar (4 Credits)</b>		
CMM454	Organizational Communication Seminar	4
<b>Total Credits</b>		<b>25</b>

## Relational Communication

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

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	
<b>Elective Courses (6 Credits)</b>		
At least three (3) upper-division credits are required.		6
<b>Capstone Seminar (4 Credits)</b>		
CMM455	Relational Communication Seminar	4
<b>Total Credits</b>		<b>25</b>

## Strategic Communication

Code	Title	Credits
<b>Professional Communication Skills Course (3 Credits)</b>		
CMM231	Writing for Public Relations	3
<b>Required Methods Course (3 Credits)</b>		
Select one of the following:		3
CMM352	Qualitative Communication Research Methods	
CMM354	Quantitative Communication Research Methods	
<b>Intermediate Concentration Core (9 Credits)</b>		
CMM312	Design and Public Relations	3
CMM316	Strategic Public Relations Campaigns	3
CMM317	Social Media and Public Relations	3
<b>Concentration Electives (6 Credits)</b>		
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	
<b>Capstone Seminar (4 Credits)</b>		
CMM456	Seminar in Strategic Communication	4
<b>Total Credits</b>		<b>25</b>