Communication Studies

The mission of the Communication Studies program is "to teach communication skills for career readiness."

Our vision is to "prepare students to effectively examine how oral and written communication practices influence the lives of individuals, relationships, communities, and organizations in our ever-changing society."

The program offers a BA, a BS, and a minor in Communication Studies. The Communication Studies curriculum has an emphasis on diversity, equity, inclusion, and community engagement, providing students with the opportunity to connect with others from various backgrounds.

One key advantage to a Communication Studies degree is that graduates develop the knowledge, and skills employers need. As noted by the National Association of Colleges and Employees Job Outlook surveys, employers identify the ability to verbally communicate with others inside and outside the organization, solve problems, work in teams, create and edit documents, foster relationships, and network as the top skills they seek when hiring new college graduates.

From academic honors to service-learning opportunities in the community, our graduates bring these critical skills to the workplace. Students demonstrate strong verbal, nonverbal, and written communication; they show considerable expertise in in speaking well in front of small and large audiences.

Students in the communication studies program gain skills and opportunities to:

STRENGTHEN personal relationships
PREPARE for professional careers
ENHANCE academic skills
ENGAGE with the community

The Communication Studies Program also offers leadership opportunities for students through two active student groups: Communication Scholars Society and Alpha Zeta Chi, the academic honorary society.

The dual degrees provide flexibility for students to double major with other BA and BS programs and tailor their academic program to their career path. Communication Studies pairs well with programs where strong communication skills are critical: Business, English, Criminal Justice, Integrated Media, Nursing, Political Science, Psychology, Project Management, Sociology, among others.

Programs

- Communication Studies, B.A. *major*
- Communication Studies, B.S. *major*
- Communication Studies *minor*

Career Directions

Activities Director
Admissions Recruiter
Business Manager
Campaign Director
Communication Consultant
Communication Researcher
Community Advocate
Community Organizing
Diversity Consultant Event Planning
Environmental Advocate
Entrepreneur
Event Planner
Fund Raising Manager
Health Care Manager
Health Educator
Hotel Management
Human Resources
International Programs Coordinator
Media Specialist
Mediation Specialist
Motivational Speaker
News Anchor
Nonprofit Management
Organizational Training Specialist
Political Lobbyist
Promotion Specialist
Public Administration
Public Speaker
Recruiter
Sales Representative
Social Media Specialist
Speechwriter
Sports Publicist
Sports Newscaster
University Professor

Also: Law School
Graduate School

Preparation

Recommended High School Courses and Activities
Community Engagement
Public Speaking
Speech and Debate
Writing

Communication Studies, B.A. *major*

A total of 120 semester credits are needed for the **Communication Studies B.A.** degree and include the following:

- 40 upper division credits (level 3000/4000)
- 36 required major core credits
- Completion of Core Curriculum credits (Minnesota Transfer Curriculum [MnTC] Goal Areas 1-10) - required for all baccalaureate degrees
- Completion of BSU Focus and Nisidotaading Course Requirements

Dual Degrees
Students wishing to complete two degrees concurrently, (example: Bachelor of Science and Bachelor of Arts) must complete a minimum of an additional 30 credits above the required 120 credits.

Multiple Credentials
Any additional major, minor or certificate in a degree must have at least 6 credits of course work not used to meet the requirements of another major, minor or certificate in the degree.

Required Credits: 36
Required GPA: 2.50

I REQUIRED COURSES

Complete the following courses:

- COMM 1100 Public Speaking (3 credits)
  or COMM 2100 Career and Professional Communication (3 credits)
  or COMM 3100 Interviewing (3 credits)
- COMM 2000 Applied Communication Theory (3 credits)
- COMM 3000 Applied Research Methods (3 credits)
- COMM 3120 Communication in a Diverse Society (3 credits)
- COMM 4000 Capstone in Communication and Community Connections (3 credits)

II REQUIRED ELECTIVES

Select 21 credits (not used above) from the following
in consultation with your advisor:

- COMM 1090 Interpersonal Communication (3 credits)
- COMM 1100 Public Speaking (3 credits)
- COMM 2100 Career and Professional Communication (3 credits)
- COMM 3100 Interviewing (3 credits)
- COMM 3110 Organizational Communication (3 credits)
- COMM 3130 Family Communication (3 credits)
- COMM 3150 Gender Communication (3 credits)
- COMM 3170 Health Communication (3 credits)
- COMM 3400 Environmental Communication (3 credits)
- COMM 3500 Communication and Conflict (3 credits)
- COMM 3600 Small Group Communication (3 credits)
  or PSY 3337 Group Processes (4 credits)
- COMM 3700 Persuasion and Communication (3 credits)
- COMM 4100 Advanced Public Presentation (3 credits)
- COMM 4160 Business Communication (3 credits)
- COMM 4200 Special Topics in Communication Studies (3 credits)
- LEAD 3500 Theories and Contexts of Leadership (3 credits)

Program Learning Outcomes | Communication Studies, B.A.

1. Describe importance of comm discipline: Describe the communication discipline and articulate importance of communication in career development and civically-engaged lives.

2. Employ communication theories, perspectives, principles, and concepts: Employ communication theories, perspectives, principles, and concepts in various.

3. Engage in scholarship and inquiry: Engage in communication inquiry through scholarly methods and/or endeavors.

4. Present messages appropriate to audience, purpose, and context: Create and present verbal, nonverbal, and written messages appropriate to audience, purpose, and context.

5. Critically analyze messages: Critically analyze and recognize the influence of messages in relationships, organizational life, our communities, and in our society.

6. Importance of self-efficacy: Demonstrate the ability to accomplish communicative goals (self-efficacy).

7. Apply ethical communication to contexts: Apply ethical communication principles and practices to personal, organizational, and community contexts.

8. Use communication to embrace differences: Utilize communication to embrace differences in our cultures, identities, and communities.

9. Examine social issues from communication perspective: Examine societal issues and make recommendations from a communication perspective to influence public discourse.

Communication Studies, B.S. *major*

A total of 120 semester credits are needed for the **Communication Studies B.S.** degree and include the following:

- 40 upper division credits (level 3000/4000)
- 36 required major core credits
- Completion of Core Curriculum credits (Minnesota Transfer Curriculum [MnTC] Goal Areas 1-10) - required for all baccalaureate degrees
- Completion of BSU Focus and Nisidotaading Course Requirements

Dual Degrees
Students wishing to complete two degrees concurrently, (example: Bachelor of Science and Bachelor of Arts) must complete a minimum of an additional 30 credits above the required 120 credits.

Multiple Credentials
Any additional major, minor or certificate in a degree must have at least 6 credits of course work not used to meet the requirements of another major, minor or certificate in the degree.

Required Credits: 36
Required GPA: 2.50

I REQUIRED COURSES

Complete the following courses:

- COMM 1100 Public Speaking (3 credits)
  or COMM 2100 Career and Professional Communication (3 credits)
  *or*COMM 3100 Interviewing (3 credits)
- COMM 2000 Applied Communication Theory (3 credits)
- COMM 3000 Applied Research Methods (3 credits)
- COMM 3120 Communication in a Diverse Society (3 credits)
- COMM 4000 Capstone in Communication and Community Connections (3 credits)

II REQUIRED ELECTIVES

Select 21 credits (not used above) from the following
in consultation with your advisor:

- COMM 1090 Interpersonal Communication (3 credits)
- COMM 1100 Public Speaking (3 credits)
- COMM 2100 Career and Professional Communication (3 credits)
- COMM 3100 Interviewing (3 credits)
- COMM 3110 Organizational Communication (3 credits)
- COMM 3130 Family Communication (3 credits)

- COMM 3150 Gender Communication (3 credits)
- COMM 3170 Health Communication (3 credits)
- COMM 3400 Environmental Communication (3 credits)
- COMM 3500 Communication and Conflict (3 credits)
- COMM 3600 Small Group Communication (3 credits)
  *or*PSY 3337 Group Processes (4 credits)
- COMM 3700 Persuasion and Communication (3 credits)
- COMM 4100 Advanced Public Presentation (3 credits)
- COMM 4160 Business Communication (3 credits)
- COMM 4200 Special Topics in Communication Studies (3 credits)
- LEAD 3500 Theories and Contexts of Leadership (3 credits)

Program Learning Outcomes | Communication Studies, B.A.

1. Describe importance of comm discipline: Describe the communication discipline and articulate importance of communication in career development and civically-engaged lives.

2. Employ communication theories, perspectives, principles, and concepts: Employ communication theories, perspectives, principles, and concepts in various.

3. Engage in scholarship and inquiry: Engage in communication inquiry through scholarly methods and/or endeavors.

4. Present messages appropriate to audience, purpose, and context: Create and present verbal, nonverbal, and written messages appropriate to audience, purpose, and context.

5. Critically analyze messages: Critically analyze and recognize the influence of messages in relationships, organizational life, our communities, and in our society.

6. Importance of self-efficacy: Demonstrate the ability to accomplish communicative goals (self-efficacy).

7. Apply ethical communication to contexts: Apply ethical communication principles and practices to personal, organizational, and community contexts.

8. Use communication to embrace differences: Utilize communication to embrace differences in our cultures, identities, and communities.

9. Examine social issues from communication perspective: Examine societal issues and make recommendations from a communication perspective to influence public discourse.

Communication Studies *minor*

Multiple Credentials
Any additional major, minor or certificate in a degree must have at least 6 credits of course work not used to meet the requirements of another major, minor or certificate in the degree.

Required Credits: 21
Required GPA: 2.00

I REQUIRED COURSES

Complete the following courses (9 credits):

- COMM 1100 Public Speaking (3 credits)
  or COMM 2100 Career and Professional Communication (3 credits)
  *or*COMM 3100 Interviewing (3 credits)
- COMM 2000 Applied Communication Theory (3 credits)
- COMM 4000 Capstone in Communication and Community Connections (3 credits)

II REQUIRED ELECTIVES

Select 12 credits (not used above) from the following:

- COMM 1090 Interpersonal Communication (3 credits)
- COMM 1100 Public Speaking (3 credits)
- COMM 2100 Career and Professional Communication (3 credits)
- COMM 3100 Interviewing (3 credits)
- COMM 3110 Organizational Communication (3 credits)
- COMM 3120 Communication in a Diverse Society (3 credits)
  *or*SOWK 2110 Intercultural Communication (3 credits)
- COMM 3130 Family Communication (3 credits)
- COMM 3150 Gender Communication (3 credits)
- COMM 3170 Health Communication (3 credits)
- COMM 3400 Environmental Communication (3 credits)
- COMM 3500 Communication and Conflict (3 credits)
- COMM 3600 Small Group Communication (3 credits)
  *or*PSY 3337 Group Processes (4 credits)
- COMM 3700 Persuasion and Communication (3 credits)
- COMM 4100 Advanced Public Presentation (3 credits)
- COMM 4160 Business Communication (3 credits)
- COMM 4200 Special Topics in Communication Studies (3 credits)
- LEAD 3500 Theories and Contexts of Leadership (3 credits)

Communication Studies Courses

COMM 1090 Interpersonal Communication (3 credits)
This course is designed to help students become aware of the processes and theories of interpersonal communication within and about relationships that impact our personal and professional lives. Through self-analysis, case studies, practical application, and critique of cultural and racial practices, students will examine the influence of communicative behaviors on personal relationships, marginalized groups, and society. Concepts include perception, ethics, emotion, conflict, cultural awareness, race, power, technology, language, nonverbal communication, social media, and listening. [Core Curriculum Goal Area(s) 7B & 9]

COMM 1100 Public Speaking (3 credits)
This course emphasizes the preparation and delivery of individual and group presentations. Students will learn to research, construct, and deliver informed and ethical presentations for various audiences, as well as understand the fundamental principles of written and public communication. [Core Curriculum Goal Area 1]

COMM 2000 Applied Communication Theory (3 credits)
This course explores the historical and contemporary theories that examine communication behaviors in various contexts including intrapersonal, interpersonal, group, organizational, media, and cultural. Students will learn how theories can be useful for understanding and critiquing events in their personal, professional, and civic lives; provide a lens through which students can make informed decisions; and help students create alternative solutions to societal issues.

COMM 2100 Career and Professional Communication (3 credits)
This course emphasizes oral and written communication, as well as relational skills utilized in professional settings. Students will learn fundamental concepts and principles of communication used in the workplace, develop skills for individual and group business presentations, learn how to generate messages for a variety of diverse and professional audiences through appropriate electronic and face-to-face communication, develop critical listening and problem-solving skills, and engage in effective and ethical interpersonal communication in the workplace. This course is designed to help individuals learn how to work productively with others and present themselves professionally in any career. [Core Curriculum Goal Area 1]

COMM 2925 People of the Environment: Communication Perspective (3 credits)
This course provides students with an introduction to understanding the impact of communication messages related to environmental issues. Students will examine their own environmental practices, research environmental communication practices in organizations, and make recommendations for appropriately promoting environmental issues.

COMM 3000 Applied Research Methods (3 credits)
This class frames research as a way of knowing and provides balanced treatment to both quantitative and qualitative traditions in communication inquiry. Conceptually, this class will provide in-depth discussion about the role of reasoning in the research enterprise and how this process 'plays out' in planning and writing a research proposal and report. Students will understand the differences (and utility) of three methodological frameworks (quantitative, interpretive/systems, and critical). Prerequisite: COMM 2000 or instructor consent.

COMM 3100 Interviewing (3 credits)
This course emphasizes oral and written communication related to interview settings such as employment, job performance, information gathering, health, persuasive, and counseling. Students will learn fundamental concepts and principles of interviewing, develop skills for researching and collecting data relevant to interviews, create interview question guides, practice communication skills as the interviewee and interviewer in simulated and real settings, deliver presentations related to the interview process, and develop critical listening skills in interview settings. This course is designed to prepare individuals for taking part in various interviews throughout their career. [Core Curriculum Goal Area 1]

COMM 3110 Organizational Communication (3 credits)
This course examines historical and contemporary communication models, theories, and processes within organizational environments. Students will critique social practices and examine the effects of communication messages on employees, employers, and external publics. Topics of analysis include organizational change, decision-making, socialization, gendered identities, leadership, bullying, diversity and inclusion, emotion, technology, and conflict management. Students will learn to develop effective communication behaviors for being successful in their organizational lives. [Core Curriculum Goal Area 5]

COMM 3120 Communication in a Diverse Society (3 credits)
This course is designed to help students become aware of the processes and theories of intercultural communication within and about relationships that impact our personal and professional lives. Through self-analysis, case studies, practical application, and critique of cultural practices, students will examine the influence of communicative behaviors on intercultural relationships, groups, and society. Concepts include perception, ethics, conflict, cultural awareness, cultural bias, intercultural communication competence, power, nonverbal communication, and immigration. [Core Curriculum Goal Area(s) 7B & 8]

COMM 3130 Family Communication (3 credits)
This course examines how communication functions and societal structures develop, maintain, enrich, or challenge family relationships. Topics covered include the meaning of narratives and stories, family roles and rules, decision-making, and conflict resolution in families; exploration of family types, policy making, and the impact of race and power on family functioning and access; and examining how communication changes throughout the family life cycle. Overall, this course is designed to develop understanding of, and ability to, analyze communication within families through theory, research, societal constraints, and experiential application of concepts. [Core Curriculum Goal Area 7B]

COMM 3150 Gender Communication (3 credits)
This course is designed to explore the historical and contemporary theory, research, and practice of gender communication. Students will examine the relationship between gender and communication and explore how communication influences our understanding of biological sex and gender as a cultural construction. Contexts include the impact of gender communication in in a variety of relationships such as friendships, romantic partners, family life, educational, political, and workplace settings. Overall, this course introduces students to various perspectives on gender and encourages an understanding of, and respect for, all of those perspectives. [Core Curriculum Goal Area(s) 5 & 7B]

COMM 3170 Health Communication (3 credits)
The course examines health communication through theory, research, and experiential application of concepts in interpersonal, public, mediated, and organizational health care contexts. The course emphasizes issues of ethics and communication variables such as verbal, nonverbal, conflict, cultural competency, listening, and self-disclosure between individuals, health care providers, patients, and families. Overall, this course will help students understand how personal, societal, political, and culture factors impact health communication and healthcare among diverse populations. [Core Curriculum Goal Area(s) 7B & 9]

COMM 3400 Environmental Communication (3 credits)
This course examines the intersections between environmental issues, communication processes, and social change. Students will explore the unique contribution that communication theory and research can bring to the study of the environment in private and public contexts such as political, legal, organizational, educational, mediated, relational, and cultural. Students will learn how to appropriately advocate for environmental change in private and public spheres. Overall, this course helps students understand how communication creates, shapes, and maintains social realities as we make sense of our decisions about how to negotiate relationships between humans and Earth. [Core Curriculum Goal Area 10]

COMM 3500 Communication and Conflict (3 credits)
This course provides an overview of how communication is used in everyday life to create, negotiate, and resolve interpersonal and organizational conflict. Specific topics include historical and contemporary communication conflict management theories, conflict styles, impact of gender and culture on conflict communication, listening, bullying and difficult people, collaboration, mediation, and reconciliation. Contexts of conflict will include intimate relationships, family, social media, and workplace settings. Overall, this course prepares students to critique existing social structures that create conflictual situations and use communication choices to make conflict more productive in their personal and professional lives. [Core Curriculum Goal Area 5]

COMM 3600 Small Group Communication (3 credits)
This class allows students an opportunity to discover, through participation in small groups, how to negotiate membership, resolve conflict, and maintain order through a variety of means and in a variety of venues. The academic material will be accompanied by practical, prescriptive guidance to help students become more productive members and/or leaders of small groups.

COMM 3700 Persuasion and Communication (3 credits)
This course examines historical and contemporary theories, principles, and communicative practices of persuasive messages. As persuasion is a part of our personal, organizational, and public lives, students will understand the process of persuasion, practice strategies of ethical and effective persuasion, and analyze persuasive discourse in various oral, written, and mediated contexts. Students will learn how to become responsible citizens by examining persuasive messages in our society and providing recommendations for ethical communication. [Core Curriculum Goal Area(s) 5 & 9]

COMM 4000 Capstone in Communication and Community Connections (3 credits)
As a capstone, this course provides students an opportunity to reflect and act upon their communication and academic experiences through critical thinking and experiential opportunities. Communication choices have the power to influence social reality, which impacts the communities in which we live. As communication scholars and engaged citizens, students will examine perspectives of difference in gender, race, social class, ability, sexuality, and age to uncover and challenge social injustices. Overall, the goal of this course is to embrace differences and use communication for framing public discourse toward the betterment of our communities. Prerequisite(s): COMM 2000.

COMM 4100 Advanced Public Presentation (3 credits)
The advanced course in public presentation provides students with an opportunity to enhance understanding and application of public speaking techniques, theories, and perspectives. Additionally, the primary goal of this class is to improve practical communication skills through in-class activities and ongoing assignments. Advanced Public Speaking will help students gain experience in formal speaking situations. Prerequisite: COMM 1100 or instructor consent.

COMM 4160 Business Communication (3 credits)
This course is intended to provide students with increased knowledge and communication competencies in a business setting. The course is divided into three sections, which allows students to analyze data and present recommendations to a simulated investing business committee. Students will execute higher-level excel functions, produce professional business correspondence based on excel data, and prepare and deliver individual and group presentations applicable to their findings. Overall, this course emphasizes the importance of professional communication used in business settings. (Also offered under ACCT 4160.)

COMM 4200 Special Topics in Communication Studies (3 credits)
In-depth study of communication topics that reflect relational, organizational, societal, or cultural issues. May be retaken multiple times with different topic subtitles. Might not be offered every year. Prerequisite(s): Junior standing or instructor consent.

COMM 4910 Directed Independent Study (3 credits)
Arranged Individual Study.

COMM 4917 DIS Tchg Assoc | (1-2 credits)
Directed Independent Study | Teaching Associate

COMM 4970 Internship (1-6 credits)
Designed to provide students an opportunity to gain valuable direct organizational experience in a wide range of communication-related fields. Students will apply principles and theories learned in the classroom; develop communication skills appropriate to their chosen profession; and experience organizational dynamics, practices, and realities in a professional environment. Position can be in a public or nonprofit organization or agency appropriate to the degree objective. Students will be required to report on their experience throughout the semester (reflective journals, final comprehensive paper, and presentation). Supervision is provided on site and on campus. The internship must be arranged at least one semester prior to registering for it and approved by the Communication Studies Coordinator. No more than 3 hours of credit may be earned at any individual internship site; internships may be repeated for up to 6 credits. Prerequisite: Senior standing and Communication Studies Major. Graded Satisfactory/Unsatisfactory only.

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted. Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY
1920, 2920, 3920, 4920 DIRECTED GROUP STUDY
1930, 2930, 3930, 4930 EXPERIMENTAL COURSE
1940, 2940, 3940, 4940 IN-SERVICE COURSE
1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR
1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION
1970, 2970, 3970, 4970 INTERNSHIP
1980, 2980, 3980, 4980 RESEARCH
1990, 2990, 3990, 4990 THESIS