

# Communication, BA

The Communication program is designed to provide students with a comprehensive understanding of communication in order to prepare them for living and working in a diverse and complex society. Reflecting the flexibility of our program, our curriculum is designed around general thematic areas, allowing students to combine courses to meet their personal and professional goals.

## Student Learning Outcomes

Students graduating from the program, will be able to:

1. **Create oral and written messages appropriate to the audience, purpose, and context.**

Communication graduates are able to adapt to different audiences, utilize credible evidence and sound reasoning, and adjust messages appropriately using a variety of communication channels.

2. **Employ communication theories, perspectives, principles, and concepts.**

Communication graduates are able to explain, synthesize, apply, and critique communication theories, perspectives, principles, and concepts.

3. **Critically analyze messages.**

Communication graduates are able to identify meanings embedded in messages and recognize the influence of messages; they engage in active listening with others and enact mindful responses to messages.

4. **Identify and overcome impediments to successful communication.**

Communication graduates are able to identify barriers to effective information exchange and adjust their communication practices when necessary.

5. **Apply ethical communication principles and practices to their work.**

Communication graduates are prepared to communicate with ethical intention, are able to evaluate the ethical elements of communication situations and propose solutions.

6. **Utilize communication in diverse cultural contexts.**

Communication graduates recognize and respect diverse perspectives, foster connection among diverse groups of people, and adapt their communication in diverse cultural contexts.

7. **Influence discourse.**

Communication graduates are able to frame and evaluate relational, local, national, and global issues using a communication perspective to productively respond to those issues.

# Curriculum Map

The curriculum map below outlines the alignment between course offerings and student learning outcomes. The courses in bold are mandatory courses in the major.

Courses	1. Message Creation	2. Employ Theory	3. Critical Analysis	4. Address Barriers	5. Ethical Practice	6. Cultural Adaptation	7. Influence Discourse
<b>*COMM 1000/1007- Public Speaking</b>	1	1	1	1	1	1	1
COMM 2010- Communication in Society	1	1	1		1	1	1
COMM 2400- Intro to Workplace Communication	1	1		1	1	1	1
COMM 2410- Small Group Communication		1	1	1	1	1	1
COMM 3100- Speaking Before Audiences	2	2	2	2	2	2	2
COMM 3110- Persuasion	2	3	3	2	2	2	2
COMM 3300- Communication in Conflict		2		2	2	1	2
COMM 3400- Organizational Communication		2	2	2	3	2	2
COMM 3450- Intercultural Communication		2	2	3	2	3	3
<b>*COMM 3500- Foundations of Human Communication</b>		3	2	2			3
<b>*COMM 3510- Research in Human Communication</b>			3		1		
<b>*COMM 3600- Foundations of Rhetoric &amp; Social Influence</b>	3	3	3		2		3
<b>*COMM 3610- Research in Rhetoric &amp; Social Influence</b>			3		1		
COMM 3700- Argumentation	3	3	2	2	2	3	3
COMM 3800- Family Communication			2	2	2	2	
COMM 4100- Social Movements			3	3		3	3
COMM 4410- Theories of Leadership	2	3		3	3		3
COMM 4420- Communication & Creativity	2	3	3	2			3
COMM 4430- Communication Training & Consulting	3	3	3	3	2	2	3
COMM 4480- Health Communication Campaigns	3	3	3	3	2	3	3
COMM 4490- Health Media & Communication	3	3	3	3	2	3	3
COMM 4500- Communication & Cognition			3				
COMM 4700- Legal Communication	2	3	3	3	3		3
COMM 4800- Interpersonal Communication	2	3	3	2		2	3
COMM 4810- Nonverbal Communication			3	2		2	
COMM 5430- Gender, Work, & Communication			3	3	3	3	3

Courses	1. Message Creation	2. Employ Theory	3. Critical Analysis	4. Address Barriers	5. Ethical Practice	6. Cultural Adaptation	7. Influence Discourse
COMM 5450- Communication & Immigration		3	3	3		3	3
COMM 5470- Health Communication	2	3	3	2	2	1	2
COMM 5600- Political Communication		3	3	3		2	3
COMM 5450- Communication & Immigration	1	3	3	3	3	3	2
COMM 5700- Discourse in Social Life	2	3	3	3	2	2	3
CMJN 3650- Rhetoric of Sports		3	3				3
CMJN 4400- Gender Communication		3	3	3			3

1- Introduction, 2- Reinforcement, 3- Emphasis

\* Required for all majors; Students must take either COMM 3510 or COMM 3610.

Note: COMM 4920 Internships is not mapped due to significant variations in internships.