

**Bachelor of Science (BS)**  
**Degree Code 585 A**  
**Non-Teaching**

**Program of Study for**  
**Communication Majors**  
**Communication Studies**

- I. GENERAL EDUCATION ..... 44**  
 (COM 2121, COM 2124 or COM 3130 (maximum six hours) may count in Gen Ed: ILE and COM 3315 and COM 3300 in Gen Ed: LSE. Maximum nine hours total from major courses)
- II. MAJOR REQUIREMENTS ..... 48**  
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian. 18 semester hours must be taken at the 3000 level or higher.

**Core Courses (6 sh) (A 2.0 GPA is required in the core courses)**

- COM 1200 \_\_\_\_ (3) Thinking Through Communication
- COM 2101 \_\_\_\_ (3) Public Speaking

Junior Writing in the Discipline ____
Senior Capstone Experience ____

**Major Core (12 sh)**

- COM 2180 \_\_\_\_ (3) Communication Theory (Prerequisite: COM 1200)
- COM 2181 \_\_\_\_ (3) Introduction to Rhetorical Theory (Prerequisite: COM 1200)
- COM 3341 \_\_\_\_ (3) Communication Ethics (Prerequisites: RC 2001 or its equivalent; COM 1200 or consent of the instructor) **WID**
- COM 3928 \_\_\_\_ (3) Communication Research Methods (Prerequisites: Jr/Sr standing or consent of the instructor)
- OR
- COM 3929 \_\_\_\_ (3) Rhetorical Theory and Criticism (Prerequisites: Jr/Sr standing or consent of the instructor)

**Public and Professional Contexts (18 sh) At least two courses (6 sh) must be selected from each context.**

**Public Contexts**

- COM 2106 \_\_\_\_ (3) Argumentation and Advocacy  
 (Corequisite or prerequisite: COM 2101 or consent of the instructor)
- COM 3120 \_\_\_\_ (3) Rhetoric & Religious Discourse (WID)  
 (Prerequisite: RC 2001 or its equivalent)
- COM 3117 \_\_\_\_ (3) Environmental Communication
- COM 3155 \_\_\_\_ (3) Persuasion (WID) (Prerequisite: RC 2001 or its equiv)
- COM 3300 \_\_\_\_ (3) Mass Media & Society (GEN ED: LSE)
- OR
- COM 3130 \_\_\_\_ (3) Minorities in Media (GEN ED: ILE)
- COM 3305 \_\_\_\_ (3) Communication Law
- COM 3315 \_\_\_\_ (3) Political Communication (GEN ED: LSE)
- COM 3547 \_\_\_\_ (3) Selected Topics in Public Contexts
- COM 4101 \_\_\_\_ (3) Speechwriting (Prerequisite: COM 2101 or consent of the instructor)

**Professional Contexts**

- COM 2110 \_\_\_\_ (3) Intro to Nonverbal Communication
- COM 2121 \_\_\_\_ (3) Interpersonal Communication (GEN ED: ILE)
- COM 2124 \_\_\_\_ (3) Intercultural Communication (GEN ED: ILE; SSD)
- COM 2131 \_\_\_\_ (3) Health Communication
- COM 3110 \_\_\_\_ (3) Small Group Communication
- COM 3151 \_\_\_\_ (3) Gender Communication (WID) (Prereq: RC 2001 or equiv)
- COM 3152 \_\_\_\_ (3) Communication in Organizations
- COM 3311 \_\_\_\_ (3) Conflict Management
- COM 3546 \_\_\_\_ (3) Selected Topics in Professional Contexts

**Applications (9 sh) Choose three of the following applications courses for a total of 9 sh. Internships and/or International Exp strongly encouraged.**

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|---|---|
| COM 1600 ____ (3) Fundamentals of Electronic Media                  | COM 3320 ____ (3) Audio-Video Production  |
| COM 2600 ____ (3) Introduction to Journalism                        | COM 4220 ____ (3) Photojournalism (Preq: TEC 1022)  |
| COM 2610 ____ (3) News Reporting & Writing (Preq: COM 2600)         | COM 3548 ____ (3) Selected Topics in Applications   |
| COM 2612 ____ (3) Broadcast Newswriting (Preq: COM 1600)            | COM 3600 ____ (3) Feature Writing<br>(Preq: COM 2600 & 2610, RC 2001 or equivalent, or consent of the instructor) |
| COM 2618 ____ (3) Intro to Media Publishing                         | COM 3620 ____ (3) Principles of Fundraising   |
| COM 2700 ____ (3) Foundations of Advertising                        | COM 3640 ____ (3) Media Planning (Preq: COM 2700 or consent of instructor)  |
| COM 3010 ____ (3) Media Graphics (Preq: COM 2618)                   | COM 3680 ____ (3) Literary Journalism   |
| COM 3100 ____ (3) Interviewing Methods                              | COM 3900 ____ (3) Internship <b>OR</b> COM 3910 __ Interntl Exper   |
| COM 3131 ____ (3) Health Comm in Interpersonal Contexts             | COM 4152 ____ (3) Adv Organiztional Comm (preq: COM 3152)   |
| COM 3132 ____ (3) Health & Mass Media                               | COM 4300 ____ (3) Media Sales (Preq: Jr/Sr standing, COM 3640 or consent of instr)                                |
| COM 3200 ____ (3) Internet Communication                            | PHO 1022 ____ (3) Photographic Imaging I  |
| COM 3302 ____ (3) Copywriting for Advertising (WID) (Preq: RC 2001) | HOS 4040 ____ (3) Destination Management  |
| COM 3312 ____ (3) Crisis Communication (WID) (Preq: RC 2001)        | HOS 4050 ____ (3) Meeting & Convention Management   |
| COM 3317 ____ (3) Social Media Strategies                           |   |

**Capstone Course (3 sh)**

- COM 4432 \_\_\_\_ (3) Communication Studies Seminar (CAP) (Must be an admitted Communication Studies major with senior standing)

- III. MINOR REQUIRED ..... 12 - 25**  
 9 sh of a minor must be completed at Appalachian.

- IV. FREE ELECTIVES ..... 5 - 27**  
 2 sh of free electives outside the major discipline are required.  
 Suggested COM Electives: COM 2115, COM 3900 **122**

Major Requirements that may count in Gen Ed:	
COM 2121 (3) Integrative Learning Experience	Total Major Hours: 48
COM 2124 (3) Integrative Learning Experience; SSD	Gen Edu: up to - 9
COM 3130 (3) Integrative Learning Experience	Net Major hours: 39
COM 3315 (3) Liberal Studies Experience	
COM 3300 (3) Liberal Studies Experience	