Bachelor of Science (BS)  
Program of Study for  
Communication Majors  
Communication Studies

I. GENERAL EDUCATION  
(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  
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

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 equivalent)
- 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) (Prerequisite: RC 2001 or equivalent)
- 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.
- COM 1600 (3) Fundamentals of Electronic Media
- COM 2600 (3) Introduction to Journalism
- COM 2610 (3) News Reporting & Writing (Prereq: COM 2600)
- COM 2612 (3) Broadcast Newswriting (Prereq: COM 1600)
- COM 2618 (3) Intro to Media Publishing
- COM 2700 (3) Foundations of Advertising
  (Prereq: COM 2600 & 2610, RC 2001 or equivalent, or consent of the instructor)
- COM 3010 (3) Media Graphics (Prereq: COM 2618)
- COM 3100 (3) Interviewing Methods
- COM 3131 (3) Health Comm in Interpersonal Contexts
- COM 3132 (3) Health & Mass Media
- COM 3200 (3) Internet Communication
- COM 3302 (3) Copywriting for Advertising (WID) (Prereq: RC 2001)
- COM 3312 (3) Crisis Communication (WID) (Prereq: RC 2001)
- 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  
9 sh of a minor must be completed at Appalachian.

IV. FREE ELECTIVES  
2 sh of free electives outside the major discipline are required.

Suggested COM Electives: COM 2115, COM 3900

Major Requirements that may count in Gen Ed:  
COM 2121 (3) Integrative Learning Experience  
COM 2124 (3) Integrative Learning Experience; SSD  
COM 3315 (3) Liberal Studies Experience  
Total Major Hours: 48
COM 3300 (3) Integrative Learning Experience  
Gen Ed: up to 9
COM 3310 (3) Integrative Learning Experience  
Net Major hours: 39

COM 3315 (3) Liberal Studies Experience  
COM 3300 (3) Liberal Studies Experience  
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