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) Foundations of Human 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.

Professional Contexts

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)

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 (Preq: COM 2600)
COM 2612 (3) Broadcast News Writing (Preq: COM 1600)
COM 2618 (3) Intro to Media Publishing
COM 2700 (3) Foundations of Advertising
COM 3010 (3) Media Graphics (Preq: 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) (Preq: RC 2001)
COM 3312 (3) Crisis Communication (WID) (Preq: 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 ................................................................. 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

Major Requirements that may count in Gen Ed:

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<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>COM 2121 (3)</td>
<td>Integrative Learning Experience</td>
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<tr>
<td>COM 2124 (3)</td>
<td>Integrative Learning Experience</td>
<td>3</td>
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<tr>
<td>COM 3130 (3)</td>
<td>Integrative Learning Experience</td>
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</tr>
<tr>
<td>COM 3300 (3)</td>
<td>Liberal Studies Experience</td>
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Total Major Hours: 48
Gen Ed: up to 9
Net Major hours: 39