

**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 (SS), or COM 3130 (three hours) may count in Gen Edu: ILE; and COM 2105, COM 3300 and COM 3315 may count in Gen Ed: LSE (up to six hours).

**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

OR

COM 2105 \_\_\_\_ (3) Public Speaking in the Disciplines (Liberal Studies Experience)

Junior Writing in the Discipline ____ Senior Capstone Experience ____
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**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 **WID** (Prerequisites: RC 2001 or its equivalent; COM 1200 or permission of the instructor)

COM 3928 \_\_\_\_ (3) Communication Research Methods (Prerequisites: junior or senior standing, permission of the instructor)

OR

COM 3929 \_\_\_\_ (3) Rhetorical Theory and Criticism (Prerequisite: junior or senior standing)

**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  
 (Co-requisite or prerequisite: COM 2101 or COM 2105 or permission 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)

(Prerequisites: COM 1200 and COM 2101 or COM 2105; 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 COM 2105 or permission 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.**

COM 1600 \_\_\_\_ (3) Fundamentals of Electronic Media

COM 2600 \_\_\_\_ (3) Introduction to Journalism

COM 2610 \_\_\_\_ (3) News Reporting & Writing

(Prereq: COM 1200, and COM 2600 or permission of the instructor)

COM 2612 \_\_\_\_ (3) Broadcast Newswriting (Preq: COM 1600, other COM Major

COM 2618 \_\_\_\_ (3) Intro to Media Publishing (Preq: Com Major)

COM 2700 \_\_\_\_ (3) Foundations of Advertising

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) (Preq: RC 2001)

COM 3312 \_\_\_\_ (3) Crisis Communication (WID) (Preq: RC 2001)

COM 3317 \_\_\_\_ (3) Social Media Strategies

COM 3320 \_\_\_\_ (3) Audio-Video Production

COM 4220 \_\_\_\_ (3) Photojournalism (Prereq: PHO 1022 or ART 2026 or CI 4740)

COM 3548 \_\_\_\_ (3) Selected Topics in Applications

COM 3600 \_\_\_\_ (3) Feature Writing

(Prereq: COM 2600 & COM 2610, RC 2001 or equivalent, or permission of the instructor)

COM 3620 \_\_\_\_ (3) Principles of Fundraising

COM 3640 \_\_\_\_ (3) Media Planning (Preq: COM 2700 or permission of instructor)

COM 3680 \_\_\_\_ (3) Literary Journalism (Same as ENG 3680)

COM 3900 \_\_\_\_ (3) Internship **OR** COM 3910 \_\_ Interntl Exper

COM 4152 \_\_\_\_ (3) Adv Organiztional Comm (preq: COM 3152, Sr Standing)

COM 4300 \_\_\_\_ (3) Media Sales (Prereq: jr or sr standing, EM/B major or COM

3640 or permission of the instructor)

PHO 1022 \_\_\_\_ (3) Photographic Imaging I

HOS 4040 \_\_\_\_ (3) Destination Management

HOS 4050 \_\_\_\_ (3) Meeting & Convention Management

**Capstone Course (3 sh)**

COM 4432 \_\_\_\_ (3) Communication Studies Seminar (CAP) (Prerequisites: senior standing and admitted to the COM Studies major)

**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. **122**

Suggested COM Electives: COM 2115, COM 3900

Major Requirements that may count in Gen Ed:	
COM 2121 (3) Integrative Learning Experience or	Total Major Hours: 48
COM 2124 (3) Integrative Learning Experience; SSD or	Gen Edu: up to - 9
COM 3130 (3) Integrative Learning Experience	Net Major hours: 39
(up to six hours from)	
COM 2105 (3) Liberal Studies Experience	
COM 3315 (3) Liberal Studies Experience	
COM 3300 (3) Liberal Studies Experience	