Bachelor of Science (BS)  Program of Study for Communication Majors
Degree Code  585 A  Communication Studies
Non-Teaching

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)

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
COM 3120  ____ (3)  Rhetoric & Religious Discourse (WID)
COM 3117  ____ (3)  Environmental Communication
COM 3155  ____ (3)  Persuasion (WID)
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 2106  ____ (3)  Argumentation and Advocacy
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

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 3160  ____ (3)  News Reporting & Writing

COM 2612  ____ (3)  Broadcast Newswriting (Prerequisite: COM 1600, other COM Major)  (Prerequisite: COM 2600 & COM 2610, RC 2001 or equivalent, or permission of the instructor)
COM 2618  ____ (3)  Intro to Media Publishing (Prerequisite: COM Major)
COM 2700  ____ (3)  Foundations of Advertising
COM 3010  ____ (3)  Media Graphics (Prerequisite: 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
COM 4432  ____ (3)  Communication Studies Seminar (CAP) (Prerequisites: senior standing and admitted to the COM Studies major)

Capstone Course (3 sh)

Junior Writing in the Discipline ______
Senior Capstone Experience ______

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:
COM 2121 (3) Integrative Learning Experience or Total Major Hours: 48
COM 2124 (3) Integrative Learning Experience; SSD or Gen Ed: up to 9
COM 3300 (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

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