

As a communication undergraduate, you will develop a practical and theoretical understanding of the processes and impact of human and media communication. The curriculum is designed to assist you in developing your ability to communicate effectively and ethically in written, verbal, and visual forms within shifting technological, socio-cultural, political, leadership, and economic environments.

FACT

Overall employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by 10 percent through 2022. College graduates with related experience, a high level of creativity, and strong communication and computer skills should have the best job opportunities.

Source: Bureau of Labor Statistics, Occupational Outlook Handbook, 2012 – 13 Edition

Choice of Concentrations

In addition to a core of communication courses, you may choose a concentration of courses in advertising and public relations; journalism; filmmaking and multimedia; or human communication. Each concentration includes practical skills as well as the applied understanding necessary for career development.

Outstanding Preparation

To gain real world experience, you will be encouraged to apply for internships in commercial and not-for-profit organizations, as well as Chicago media, or in the university's division of Digital Learning and Media Design which creates award winning national teleconferences, public affairs shows, and multi-media courseware. As a communication graduate, you may enjoy a career in advertising, public relations, consulting, mentoring, customer service, sales, human resources and training, media management, media writing, public affairs, or TV production/directing in network and cable systems.

Unlimited Opportunity

GSU offers a superior educational opportunity at an affordable tuition rate without sacrificing the professional quality of its programs. GSU's outstanding faculty and real-world curriculum prepare graduates to meet the demands of the future.

For more information:

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Bachelor of Arts in Communication

College of Arts and Sciences

Degree Requirements

Students must meet all university requirements for a bachelor's degree. In addition, students must earn a grade of "C" or better in all required Communication courses. Students not receiving a "C" or higher are only allowed to repeat the course once.

Some required and selective courses are offered only once per academic year. Students are strongly advised to register well in advance of the start of courses, and to consult closely with their assigned advisors upon entering and while in the program to ensure individual study plans are aligned with the university schedule. No more than three credit hours of COMS-4050 may be applied to the degree. Transfer students should take COMS-3099 in their first term.

General Education Requirement (37 – 41 Hours)

See Bachelor's Degree Requirements for general education requirements.

Foundation Courses (9 Hours)

Select three courses from the following:
COMS - 2100 Foundations of Communication (3)
COMS - 2425 Small Group Communication (3)
COMS - 2710 Survey of Intercultural Communication (3)
MCOM - 2220 Broadcasting in America (3)
MCOM - 2230 Introduction to News Writing (3)
MCOM - 2361 Introduction to Advertising (3)
MCOM - 2451 Introduction to Public Relations (3)
MCOM - 2520 Introduction to Media and Society (3)
MCOM - 2700 On-air Performance (3)
MST - 2100 Introduction to Media Production (3)
MST - 2102 Digital Video Writing (3)

Core Courses (18 Hours)

The following courses must be taken at the upper-division level:

COMS - 3099 Junior Seminar (3)
COMS - 3160 Advanced Public Speaking (3)
COMS - 4110 Communication Research (3)
COMS - 4850 Communication Ethics (3)
COMS - 4900 Senior Seminar (3)

Select one of the following:

COMS - 4350 Gender Communication (3)
COMS - 4710 Culture and Communication (3)
COMS - 4720 Communication and Identity (3)
COMS - 4750 Critical Gender and Sexualities (3)

Concentrations (15 – 25 Hours)

Select one of the following four concentrations:

Advertising and Public Relations

Required Courses (23 – 25 Hours)

MCOM - 3725 Layout, Design and Production (3)
MCOM - 4361 Advertising and Society (3)
MCOM - 4379 Creative Strategies Ads & PR (3)
MCOM - 4451 Public Relations in Society (3)
MCOM - 4800 Internship (1-4)

Select one of the following:

MCOM - 4230 Reporting, Writing and Editing (3)
MST - 4130 Writing for Multimedia (3)

Select one of the following:

MCOM - 4275 Media Planning & Management (3)
MCOM - 4452 Public Relations Case Studies (3)
MCOM - 4512 Media Communication Law (3)

Select one of the following:

MCOM - 4070 Media Workshop (3)
MCOM - 4365 Advertising as Communication (3)
COMS - 4452 Com. w/ Clients & Customers (3)
MST - 3212 Social Media (3)

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Journalism

Required Courses (21 Hours)

MCOM - 3220 Online Journalism (3)
MCOM - 4230 Reporting, Writing and Editing (3)
MCOM - 4255 Broadcast Journalism (3)
MCOM - 4800 Internship (1-4)

Select one of the following:

MCOM - 3725 Layout, Design and Production (3)
MCOM - 3740 Media Production Techniques (4)
MST - 3750 Media Storytelling (3)

Select one of the following:

MCOM - 4210 Theory and History of a Free Press (3)
MCOM - 4512 Media Communication Law (3)

Select one of the following:

MCOM - 4070 Media Workshop (3)
MCOM - 4270 The Newsroom (3)
MCOM - 4560 Women in the Media (3)
MCOM - 4725 Advanced Design and Production (3)
MST - 3212 Social Media (3)
MST - 4130 Writing for Multimedia (3)

Filmmaking and Multimedia

Required Courses (18 Hours)

Select one of the following:

MCOM - 4731 Screenwriting (3)
MST - 4130 Writing for Multimedia (3)

Select five classes (15 credit hours or more) from among the following selections:

ART - 4544 Digital Photographic Imaging (3)
MCOM - 3740 Media Production Techniques (4)
MCOM - 4040 Film Seminar (3)
MCOM - 4070 Media Workshop (3)
MCOM - 4702 Digital Film Production (3)
MCOM - 4734 Video Production Editing (3)
MCOM - 4735 Documentary Filmmaking (3)
MCOM - 4746 Advanced Video Editing (3)
MCOM - 4777 Cinematography (3)
MCOM - 4800 Internship (1-4)

Human Communication

Required Courses (18 Hours)

COMS - 4100 Communication Theory (3)

Select one of the following:

ENGL - 4100 Advanced Composition (3)
TAPS - 4200 Writing as Performance (3)

Select four classes, with at least one class from each of the following categories:

Interpersonal Communication

COMS - 4130 Interpersonal Communication (3)
COMS - 4125 Listening (3)
COMS - 4330 Intrapersonal Communication (3)

Business and Organizational Communication

COMS - 4400 Corp & Community Communication (3)
COMS - 4425 Group Com & Leadership (3)
COMS - 4435 Conflict Management (3)

Public Communication

COMS - 4160 Persuasion Theory Practice (3)
COMS - 4500 Political Communication Seminar (3)
COMS - 4780 Critical Analysis of Pop Culture (3)

Communication Electives (6 – 9 Hours)

Select six to nine hours of upper division communication courses with advisor approval.

Total 120 hours

2016 – 17 Catalog Year

