COMMUNICATION STUDIES MAJOR

SCHOOL OF COMMUNICATION
COLLEGE OF ARTS AND SCIENCES

FOR STUDENTS WITH A CALENDAR YEAR BEGINNING FALL 2017

OVERVIEW

The Communication Studies major is designed to give you a background in communication while providing the opportunity to learn about media, public relations, and organizational communication, among other elements of the discipline. Depending on your interests and the elective courses you choose to take, as well as additional majors and/or minors, you may pursue a wide range of career options.

WHAT WILL I LEARN?

* Influence of Media & Society
* Team Building
* Decision-making
* Conflict Resolution
* Problem Solving
* Communication Ethics
* Interactive Media
* Communication Theory
* Leadership Communication
* Nonverbal Communication
* Public Speaking
* Group Communication
* Event Planning
* Public Relations
* Methods of Persuasion
* Organizational Analysis
* Media Analysis
* News, Public Affairs and Society
* Intercultural Communication
* Gender and Communication

ADMITTANCE

To be admitted to this major, you must have completed COM 1000 with a C or better, have an overall GPA of 2.50 and have completed at least 30 hours at WMU (transfer students must complete at least 15 hours). To apply, visit us online at www.wmich.edu/communication. Click on Academics, then Undergraduate and select Communication Studies.

WHAT CAN I DO WITH MY DEGREE?

* Health Care Coordinator
* Communication Consultant
* Student Services Director
* Sales Representative
* Camp or Retreat Director
* Public Relations
* Claims Representative
* Media Publicist
* Client Relations Specialist
* Community Relations Coordinator
* Sales Representative
* Labor Negotiator
* Patient Representative
* Media Producer
* Event Planner
* Media Sales Account Executive
* College Recruiter
* Wedding Planning Consultant
* Non-profit Administrator

To name a few!
Please note: For students with a catalog year beginning Fall 2017

The following information is provided as a guide to your major curriculum. Students should review all requirements (major, minor, and general education) as specified in the catalog under which they enter (catalog.wmich.edu).

36 Hours – Non-teaching major

Pre-Communication Requirements (3 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 1000</td>
<td>Communication and Community Engagement</td>
<td>3</td>
</tr>
</tbody>
</table>

Communication Studies Core Requirements (9 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COM 2000</td>
<td>Human Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COM 2400</td>
<td>Introduction to Media and Telecommunications</td>
<td>3</td>
</tr>
<tr>
<td>COM 3000</td>
<td>Communication Research Methods (Prerequisite: C or better in COM 1000 &amp; COM 2000)</td>
<td>3</td>
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</tbody>
</table>

Baccalaureate Writing (3 hours)

Select one (1) to meet Baccalaureate writing requirement. If you take additional courses in this area, they may be used to complete elective hours.

<table>
<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COM 3350</td>
<td>Leadership Communication</td>
<td>3</td>
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<tr>
<td></td>
<td>(Prerequisites: C or better in (COM 1000 or COM 1700) &amp; COM 2000)</td>
<td></td>
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<tr>
<td>COM 3410</td>
<td>Film Modes and Genres (Prerequisite: C or better in COM 2410)</td>
<td>3</td>
</tr>
<tr>
<td>COM 3420</td>
<td>The International Film Industry</td>
<td>3</td>
</tr>
<tr>
<td>COM 3430</td>
<td>American Film History (Prerequisite: C or better in COM 2410)</td>
<td>3</td>
</tr>
<tr>
<td>COM 3580</td>
<td>TV and Film Scripting</td>
<td>3</td>
</tr>
<tr>
<td>COM 4410</td>
<td>Documentary in Film and Television (Prerequisite: C or better in COM 2410)</td>
<td>3</td>
</tr>
<tr>
<td>COM 4450</td>
<td>Media Criticism</td>
<td>3</td>
</tr>
<tr>
<td>COM 4480</td>
<td>Media Management &amp; Telecommunications</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(Prerequisites: C or better in (COM 1000 or COM 2000) &amp; COM 2400)</td>
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<tr>
<td>COM 4750</td>
<td>Family Communication</td>
<td>3</td>
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<tr>
<td>COM 4840</td>
<td>Health Communication</td>
<td>3</td>
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</tbody>
</table>

Communication Electives (21 hours)

Select two (2) courses at any level and select five (5) courses at the 3000-level or higher. Communication Studies electives are any Communication or Journalism classes offered in the School of Communication that are not listed in the sections above. If you meet the class prerequisite, if the class is offered and if seats are available, you may register for the class.

<table>
<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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<td>COM/JRN</td>
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<td>COM/JRN</td>
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</table>

- Course prerequisites must be met to enroll in upper-level courses. A course and its prerequisite cannot be taken at the same time.
- Grade requirement: A minimum grade of C is required in all courses to be applied toward the major. The school prohibits students from taking a class more than twice for credit.
- Students may take up to six (6) hours of COM 3050/COM 4800 provided the topics are different.
- Up to six (6) hours of COM 4990/3980 may be used as electives in the major.
- Courses outside the school may be used with written prior permission of the School of Communication faculty advisor.