

COMMUNICATION PROGRAMS

Major In Communication

The Bachelor of Science degree in Communication focuses on understanding the impact of messages and their design. More specifically, how the messages we create and the interactions we have impact the attitudes and behaviors of others. Today's technologically oriented and constantly diversifying world is driven by the exchange of information. Increasingly, people with finely tuned communication skills are in demand to direct that information. Communication majors gain the knowledge of how messages, delivered through a variety of channels (face to face, mediated, print, etc.) can be used in everything from establishing relationships to selling products and services, to leading groups and organizations.

Studying communication at Bryant gives students an opportunity to analyze and evaluate various forms of communication while developing their own specific communication skills. Theoretical, social, and ethical functions of communication are studied within a global context.

Communication Major Objectives

Students in the Communication Major will:

- Describe the communication discipline and its central questions.
- Employ communication theories, perspective, principles, and concepts.
- Engage in communication inquiry.
- Create messages appropriate to the audience, purpose, and context.
- Critically analyze messages.
- Demonstrate the ability to accomplish communicative goals.
- Apply ethical communication principles and practices.
- Use communication to embrace difference.
- Influence public discourse.

Communication Major Tracks

- While students are encouraged to design their own coursework in communication to meet their personal and career goals and aspirations, students can also choose to specialize in a specific area within the field of communication. Each track requires six courses that are completed as electives within the required courses, so no additional coursework is needed. Current tracks are Public Relations, Broadcast Journalism, Film and Television, Organizational Communication, Strategic Healthcare and General Communication. To see course lists and requirements for each track please refer to the "Major" tab above and select "Communication Major"

Public Relations Track

The study of public relations emphasizes the theory and practice of successfully interacting with an organization's many publics as it works to create a body of public opinion to support its mission, vision, or values. The knowledge afforded in a communication degree will prepare students to best demonstrate their skills in written and interpersonal communication, research, negotiation, leadership, creativity, planning, logistics, and problem solving.

Broadcast Journalism, Film, and Television Track

The Broadcast Journalism, Film, and Television Track emphasizes the creation of film and television content. In a mix of classroom, studio

and on-location environments, students learn how to write, shoot, and edit media that is not only focused and engaging, but tailored for a specific audience and distribution platform. Depending on the course and assignment, students may work individually or as part of a creative team. This specialization prepares students for a variety of careers in mass communication (news, sports, advertising, etc.) that require both communication skills and creativity. Internships and volunteer opportunities will augment the course of study.

Organizational Communication Track

The Organizational Communication Track is designed for students looking for a communication program tailored to working in an organizational setting such as a corporation, small business, or non-profit organization. The curriculum sequence emphasizes communication messages about efficiency, appropriateness, power, teamwork, and using communication in professional settings. Students can focus on a more general organizational communication specialization with courses such as Small Group Communication and Intercultural Communication.

Strategic Healthcare Communication Track

The study of health and healthcare communication emphasizes the practice of communicating health issues to the public, such as in public health campaigns, consulting in health fields, and helping individuals make health decisions. The skills and knowledge afforded in a communication degree with a specialization in Strategic Healthcare Communication will help students: 1) analyze different audiences, 2) understand attitudes, beliefs, and perceptions about health issues, 3) strategically choose appropriate communication channels for health behavior changes, and 4) improve communication about health and healthcare.

General Communication Track

The General Communication track allows students who would prefer a broader focus within the Communication field, or those who wish to target specific occupations or fields of study, to adapt their own course work and "track." Majors interested in this track will work with an advisor from within the department who will help advise and guide students towards specific coursework that would best compliment their ambitions and goals.

Communication Minor

Students pursuing a communication minor work with a faculty advisor to develop a personalized, tailored course of study. In this way, they build a coherent approach to the discipline that reflects their own interests in the field. Options range from interpersonal communication to journalism and mass media to media production.

Bachelor of Science with a Major in Communication Degree Requirements:

General Education Requirements

University Minor Requirements

Bachelor of Science with a Major in Communication Requirements

Communication Major Requirements:

Required Courses:

COM 203 Introduction to Communication

COM 270	Interpersonal Communication	3
COM 272	Mass Communication	3
COM 390	Research Methods in Communication/Digital Communication	3
COM 491	Senior Capstone for Communication/Digital Communication	3

Choose one of the following tracks:**General Communication Track**

Choose Seven Communication Electives from within the program,
at least two must be at the 400 Level

Broadcast Journalism, Film and Television Track

COM 230	Introduction to Film Studies	3
COM 242	Basic Studio Production	3
COM 243	Digital Media Production	3
COM 472	Media Effects	3

Choose two of the following courses, one must be at the 400 level

COM 332	Writing and Reporting for Broadcast and Digital Media	3
COM 344	Sports Media Production	3
COM 345	Documentary Filmmaking	3
COM 346	Talk Radio: Sports, Politics, and Podcasting	3
COM 357	Digital Storytelling	3
COM 370	Media Organizations	3
COM 391	Communication Internship	3
COM 442	Advanced Digital Media	3
COM 444	Sports Journalism	3

Choose one Communication Elective offered within the program**Organization Communication Track**

COM 202	Public Speaking	3
COM 363	Conflict Management and Negotiation	3
COM 368	Organizational Communication	3
COM 470	Persuasion and Social Influence	3

Choose two of the following courses, One must be at the 400 level

COM 360	Crisis and Risk Communication	3
COM 367	Small Group Communication	3
COM 380	Nonverbal Communication	3
COM 391	Communication Internship	3
COM 401	Advanced Intercultural Communication	3
COM 452	Personal Branding in Digital Media	3
COM 473	Gender and Communication	3
COM 474	The Dark Side of Human Communication	3
COM 478	Global Communication	3

Choose one Communication Elective offered within the program.**Public Relations Track**

COM 360	Crisis and Risk Communication	3
COM 361	Public Relations	3
COM 452	Personal Branding in Digital Media	3
COM 470	Persuasion and Social Influence	3

Choose two of the following courses:

COM 202	Public Speaking	3
COM 265	Public Relations and Social Media	3
COM 332	Writing and Reporting for Broadcast and Digital Media	3

COM 352	Writing for Social Media	3
COM 353	Writing for Digital Media	3
COM 363	Conflict Management and Negotiation	3
COM 368	Organizational Communication	3
COM 370	Media Organizations	3
COM 391	Communication Internship	3
COM 461		3
COM 473	Gender and Communication	3

Choose one Communication Elective offered within the program**Strategic Healthcare Communication Track**

COM 280	Introduction to Health Communication	3
COM 333	Public Health Communication: Advocacy and Action	3
COM 360	Crisis and Risk Communication	3
COM 480	Advanced Health Communication Health Campaigns	3

Choose two of the following courses one must be at the 400 level:

COM 265	Public Relations and Social Media	3
COM 352	Writing for Social Media	3
COM 353	Writing for Digital Media	3
COM 361	Public Relations	3
COM 368	Organizational Communication	3
COM 380	Nonverbal Communication	3
COM 391	Communication Internship	3
COM 401	Advanced Intercultural Communication	3
COM 470	Persuasion and Social Influence	3
COM 472	Media Effects	3
COM 473	Gender and Communication	3

Choose one Communication Elective offered within the program

A minimum of 36 credit hours is required for the major.

A minimum of 122 credit hours required for graduation.

Communication Minor Requirements

Students in the Communication minor will take:

COM 203	Introduction to Communication	3
One 200-level communication course		3
One 300-level communication course		3
One 400-level communication course		3

A minimum of 12 credits is required for the minor.