

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, Strategic Healthcare and General Communication. To see course lists and requirements for each track please refer to the "Major Degree Requirements Tab" 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.

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	3
COM 205	Foundations in Digital Communication	3
or COM 206	Foundations in Sports Communication	
or COM 272	Foundations in Mass Communication	
or COM 280	Foundations in Health Communication	
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 Eight 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 Video and Media Narrative Design	3
COM 370	Media Organizations	3
CLS 391	Communication and Language Studies Internship	3
COM 442	Advanced Digital Media	3
COM 444	Sports Journalism	3

Choose two 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	Strategic Content Planning and Creation	3
COM 353	Writing for Digital Media	3
COM 363	Conflict Management and Negotiation	3
COM 370	Media Organizations	3
CLS 391	Communication and Language Studies Internship	3

Choose two Communication Elective offered within the program

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

A minimum of 120 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.