

Department of Communication Studies

(College of Humanities, Arts and Sciences)

www.uni.edu/commstudies

The Department of Communication Studies offers the following undergraduate and graduate programs and program certificates.

Specific requirements for these programs are listed within this Department of Communication Studies section in the following order:

Undergraduate Majors (B.A.)

- Communication (Liberal Arts)
- Communication-Theatre-Teaching (also listed in Department of Theatre)
- Communication/Digital Media
- Communication/Public Relations
- Interactive Digital Studies
- Political Communication (also listed in Department of Political Science)

Minors

- Business Communication (also listed in Department of Marketing)
- Communication Studies (Liberal Arts)
- Communication-Theatre-Teaching (also listed in Department of Theatre)
- Communication/Digital Journalism (Liberal Arts)
- Communication/Digital Media Leadership
- Communication/Public Relations
- Interactive Digital Studies

Graduate Major (M.A.)

- Communication Studies

Note: Students majoring in Public Relations must achieve a minimum grade of C (2.00) in all courses to be applied toward departmental majors or minors. To graduate with a major in Communication (Liberal Arts), a student must earn a cumulative GPA of 2.50.

Advisory Statement: Requirements of a Communication Studies major or minor may also be used to meet the requirements of another major or minor; but electives may not be counted toward both the major and minor.

Enrollment Management Policy

This policy applies to the following: Communication Liberal Arts Major, Communication/Public Relations Major, Communication/Digital Media Major, Interactive Digital Studies Major, Political Communication Major, Communication Liberal Arts Minor, Business Communication Minor, Communication/Digital Journalism Minor, Communication/Digital Media Leadership Minor, Communication/Public Relations Minor, and Interactive Digital Studies Minor.

Majors

1. Students may indicate their interest in majoring in a communication program any time after their admission to UNI. Formal indication of interest shall be made via the Declaration of Curriculum form at which time the student will be considered a pre-major and will be assigned an advisor. (For freshmen, this shall be the UNI Academic Advising Office.)
2. A student's freshman year shall be devoted primarily to course work in the Liberal Arts Core. The Liberal Arts Core load shall include COMM 1000 (48C:001) (Oral Communication) and ENGLISH 1005 (620:005) or *ENGLISH 2015 (620:015)* or *ENGLISH 2120 (620:034)*. **First-year students may alternately complete Cornerstone (UNIV 1000 and UNIV 1010), which fulfills the requirement for COMM 1000 and ENGLISH 1005 or its alternatives.** Major course work shall be limited to courses as recommended by her/his freshman advisor and program policy.
3. By the end of the fall term of a student's sophomore year, pre-majors shall have completed a course major component as designated by the advisor and program policy.
4. The following criteria shall be used for determination of admission:
 - a. 2.70 cumulative GPA in at least 24 hours of course work (to include COMM 1000 (48C:001) Oral Communication and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or *ENGLISH 2120 (620:034)* or **the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010).**
 - b. 2.70 average GPA in the designated major component for Communication - Liberal Arts majors (except Political Communication), and a 2.70 average GPA in the designated major component for Public Relations, Digital Media, and Interactive Digital Studies majors.
 - c. Upon satisfaction of the admission requirements (a and b above), a student shall be converted to major status after the student files a Declaration of Curriculum which will then be processed. The student shall be notified of her/his admission.
 - d. Students admitted to a major shall be able to continue course work toward their major.
 - e. Students unable to satisfy the admission requirements and consequently denied admission shall be notified in writing.
5. Transfer students entering UNI with an associate arts (A.A.) degree shall be admitted to major status if their cumulative GPA is 2.70 or better, and upon the condition that the requirements of both COMM 1000 (48C:001) (Oral Communication) and *ENGLISH 1005 (620:005)* or *ENGLISH 2015 (620:015)* or *ENGLISH 2120 (620:034)* were satisfied.
6. Transfer students entering UNI without an A.A. degree shall be subject to the admissions standards requirements of students beginning their higher education studies at UNI, i.e. #4.

Designated Course Components

1. Public Relations: COMM COR 1010 (48J:002), COMM PR 1811 (48P:005).

Department of Communication Studies

2. Digital Media: COMM COR 1010 (48J:002) , COMM DM 1651
3. Communication-Liberal Arts: COMM 1000 (48C:001), and ENGLISH 1005 (620:005) or equivalent or both UNIV 1000 and UNIV 1010; COMM 2011 (48C:002); COMM 2344 (48C:004) or COMM 1205 (48C:031); COMM COR 2020 (48C:080).
4. Political Communication: none.
5. Interactive Digital Studies: COMM COR 1010 (48J:002) and COMM 2555 (48C:025).

Minors

Admission to any Communication Minor (Liberal Arts, Business Communication, Digital Journalism, Digital Media Leadership or Public Relations) or Interactive Digital Studies Minor requires a 2.70 cumulative GPA in at least 24 hours of course work to include COMM 1000 (48C:001) Oral Communication and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or *ENGLISH 2120 (620:034)* or both UNIV 1000 and UNIV 1010. (Also, see 4c above.)

Bachelor of Arts Degree Programs Communication Major (Liberal Arts)

The Communication (Liberal Arts) major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required

COMM 2011 (48C:002)	Exploring Communication Studies	1
COMM 2256 (48C:011)	Performing Texts	3
or		
COMM 2255 (48C:071)	Public Speaking **	
or		
COMM 2257 (48C:074)	Argumentation and Debate **	
or		
COMM 3455 (48C:146)	Performing Stories, Narratives, and Identity	
COMM 2344 (48C:004)	Interpersonal Communication **	3
or		
COMM 1205 (48C:031)	Group Communication Skills **	
COMM 2555 (48C:025)	Interactive Digital Communication	3
COMM 4155/5155 (48C:135g)	Organizational Communication Assessment *	3
or COMM 4021/5021 (48C:180g)	Quantitative Research Methods	
or COMM 4022/5022 (48C:183g)	Qualitative Research Methods	
or COMM 4023/5023 (48C:189g)	Rhetorical Research Methods	
COMM 4444/5444 (48C:155g)	Communication, Community, and Change	3
or COMM 4211/5211 (48C:123g)	Rhetoric and Civic Culture	

or COMM 4320	Leadership Communication and Citizenship	
COMM COR 1010 (48J:002)	Mass Communication and Society	3
COMM COR 2020 (48C:080)	Communication Research Methods **	3
COMM COR 4124 (48C:124)	Communication Theories **	3
Electives		9
Select three from the following Theories and Concepts courses:		
COMM 3000/5000 (48C:166g)	Selected Topics in Communication	
COMM 3055 (48C:132)	Organizational Communication **	
COMM 3455 (48C:146)	Performing Stories, Narratives, and Identity	
COMM 4111/5111 (48C:131g)	Group Communication Theory and Analysis **	
COMM 4116/5116 (48C:138g)	Health Communication	
COMM 4134/5134 (48C:134g)	Organizational Cultures and Communication *	
COMM 4216/5216 (48C:160g)	Political Communication	
COMM 4217/5217 (48C:176g)	Freedom of Speech	
COMM 4218 (48C:178)	Persuasion	
COMM 4236/CAP 3128 (CAP:128)	Ethics in Communication	
COMM 4311/5311 (48C:121g)	Nonverbal Communication	
COMM 4316/5316 (48C:136g)	Mediation Theory and Process *	
COMM 4322/5322 (48C:144g)	Advanced Interpersonal Communication *	
COMM 4333/5333 (48C:148g)	Communication and Conflict Management *	
COMM 4344/5344 (48C:151g)	Intercultural Communication	
COMM 4346/5346 (48C:153g)	Gender Issues in Communication	
COMM 4347/5347 (48C:142g)	Family Communication *	
COMM 4411/5411 (48C:122g)	Language and Communication	
COMM 4446/5446 (48C:113g)	Social Protest: Performance and Rhetoric	
COMM 4447/5447 (48C:108g)	Performance and Social Change	
COMM 4448/5448 (48C:110g)	Cultural Performance	
COMM 4544/5544 (48C:120g)	Digital Culture and Communication	
COMM 4909/5909 (48C:119g)	Readings in Performance Studies *	

Electives: any Communication Studies department course prefix (COMM xxxx, COMM COR xxxx, COMM DM xxxx, COMM PR xxxx) 9

Total Hours 43

- * *These courses have additional prerequisites as follows:
 COMM 4155/5155 (48C:135g) has prerequisite of COMM 3055 (48C:132).
 COMM 4909/5909 (48C:119g) has prerequisites of COMM 2256 (48C:011); COMM 4447/5447 (48C:108g) or COMM 4448/5448 (48C:110g).
 COMM 4134/5134 (48C:134g) has prerequisites of MGMT 3153 (150:153) or COMM 3055 (48C:132).
 COMM 4316/5316 (48C:136g), COMM 4347/5347 (48C:142g), COMM 4322/5322 (48C:144g), and COMM 4333/5333 (48C:148g) have prerequisite of COMM 2344 (48C:004)
- ** *These courses have the following prerequisites:
 COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

Communication-Theatre-Teaching Major

The Communication-Theatre-Teaching major requires a minimum of 121 total hours to graduate. This total includes Liberal Arts Core requirements, the Professional Education Requirements, and the following specified major requirements to complete the minimum of 121 hours.

The teaching major in communication and theatre is offered jointly by the Departments of Communication Studies and Theatre.

Required

Communication:		
COMM 2256 (48C:011)	Performing Texts	3
COMM 2257 (48C:074)	Argumentation and Debate	3
COMM 2344 (48C:004)	Interpersonal Communication	3
COMM 2555 (48C:025)	Interactive Digital Communication	3
COMM 4355/5355 (48C:141g)	Listening	3
COMM 4559/5559 (48C:187g)	Methods of Teaching Speech	3
COMM DM 1611	Digital Media Literacies	3
Theatre:		
COMM 2455 (48C:015)	Skills for Making Performance	3
OR		
THEATRE 1010 (490:010)	Foundations of Theatre (THEATRE 1010 is a co-requisite with THEATRE 1011)	
THEATRE 1012 (490:015)	Stagecraft: Scenery/Lights *	3
THEATRE 1030 (490:024)	Acting *	3
THEATRE 3020 (490:138)	Playscript Analysis and Interpretation *	3
THEATRE 3070 (490:136)	History of the Theatre II	3

THEATRE 3115 (490:109)	Methods of Teaching Drama and Theatre	3
THEATRE 3160 (490:161)	Directing	3
Applied Activity Option: **		
Select 3 of the following: 3		
COMM 1940 (48C:091) & COMM 3940 (48C:191)	Applied Forensics and Advanced Applied Forensics (each course is 1 hr.) **	
COMM 1941 (48C:093) & COMM 3941 (48C:193)	Applied Performance Studies and Advanced Applied Performance Studies (each course is 1-2 hrs.) **	
THEATRE 1011 (490:011)	Foundations of Theatre Lab (1 hr.) This course is a co-requisite for THEATRE 1010	
THEATRE 2050 (490:050)	Theatre Practicum (1 hr.) **	

Electives		
Select one of the following: 3		
COMM 2255 (48C:071)	Public Speaking (3 hrs.)	
COMM 2456	Performance of Popular Culture (3 hrs.)	
COMM 4218 (48C:178)	Persuasion (3 hrs.)	
COMM 4322/5322 (48C:144g)	Advanced Interpersonal Communication (3 hrs.)	
COMM 4411/5411 (48C:122g)	Language and Communication (3 hrs.)	
COMM 4447/5447 (48C:108g)	Performance and Social Change (3 hrs.)	
COMM 4448/5448 (48C:110g)	Cultural Performance (3 hrs.)	
COMM COR 1010 (48J:002)	Mass Communication and Society (3 hrs.)	
COMM DM 1651	Digital Media Production I	
COMM PR 1811 (48P:005)	Principles of Public Relations (3 hrs.)	
THEATRE 1020 (490:020)	Introduction to Reading Playscripts (3 hrs.)	
THEATRE 3000 (490:101)	Creative Drama (3 hrs.)	
THEATRE 3050/5050 (490:151g)	Theatre Production (1-4 hrs.)	
THEATRE 3080/5080 (490:137g)	Advanced Theatre Studies (3 hrs.)	
THEATRE 3180/5180 (490:155g)	Theatre Management (3 hrs.)	

Total Hours 48

Other courses are available consult with your advisor.

- * These three courses may be taken in any sequence; all prerequisites for THEATRE 3160 (490:161).
- ** Students may take any combination of the three Applied Activity courses. Any of the courses can be repeated up to three times. Activities for Communication-Theatre majors include UNI Theatre, UNI Interpreters Theatre, Sturgis Youth Theatre, SAVE (Students Advocating for Voices and Equality) Forum Actors, and UNI Forensics.

Department of Communication Studies

For the LAC Category Fine Arts requirement (Category 3A) we recommend that Communication-Theatre Education majors take THEATRE 1002 (490:002) The Theatrical Arts and Society (3 hours).
For the LAC Capstone Experience (Category 6), we recommend that Communication-Theatre Education majors take THEATRE 3100 (490:106) /CAP 3106 (CAP:106) Theatre in Education (3 hours).

Communication/Digital Media Major

The Communication/Digital Media major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

There are three major emphases in Communication/Digital Media: Digital Journalism, Digital Media Leadership, and Digital Media Production.

Required

Communication:		
COMM COR 1010 (48J:002)	Mass Communication and Society	3
COMM COR 2020 (48C:080)	Communication Research Methods **	3
COMM COR 4124 (48C:124)	Communication Theories **	3
Digital Media:		
COMM DM 1650	Digital Media Seminar	1
COMM DM 1651	Digital Media Production I	3
COMM DM 1652	Writing for Digital Media	3
COMM DM 3179	Cooperative Education	3
or COMM DM 3900	Internship in Digital Media	
COMM DM 4632	Senior Seminar in Digital Media	3
Select one of the following three emphases:		27
Total Hours		49

Emphasis 1: Digital Journalism

Required

Communication:		
COMM 2555 (48C:025)	Interactive Digital Communication	3
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing for Media	3
COMM DM 3659	Editing and Design	3
COMM DM 4630/5630	Journalism, Law, and Ethics	3
COMM DM 4650/5650	Advanced Reporting	3
Electives (Select 9 hours from the following):		
Digital Media:		
COMM DM 2651	Digital Media Production II	3
COMM DM 3651	Advanced Digital Media Production: Television News *	3
COMM DM 3652	Advanced Digital Media Production: Documentary *	3
COMM DM 3658	Digital Journalism: (Topic)	3

COMM DM 3959	Advanced Applied Digital Journalism	1
COMM DM 4611/5611	History of Mass Communication	3
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic)	3
COMM DM 4644/5644	Global Mass Communication Systems	3
COMM DM 4651	Digital Media Practicum: (Topic) *	3
COMM DM 4655	Photojournalism	3
COMM DM 4656/5656	Feature Writing	3
Communication:		
COMM 4556/5556	Interactive Digital Visualization †	

Emphasis 2: Digital Media Leadership

Required

Digital Media:		
COMM DM 3656	Digital Media Industries	3
COMM DM 3657	Promotion of Digital Media	3
COMM DM 4622/5622	Digital Media Audiences	3
COMM DM 4631/5631	Digital Media Law	3
COMM DM 4653/5653	Digital Media Distribution	3
COMM DM 4654/5654	Digital Media Management	3
Economics (3 hours chosen from the following):		3
ECON 1031 (920:024)	Introduction to Economics	
ECON 1041 (920:053)	Principles of Macroeconomics	
Marketing:		
MKTG 2110 (130:101)	Principles of Marketing	3
and one of the following courses:		3
MGMT 3153 (150:153)	Organizational Management	
MKTG 3113/5113 (130:106g)	Consumer Behavior	
MKTG 3143 (130:150)	Advertising and Promotion	
MKTG 3146 (130:160)	Digital Advertising	
MKTG 3583/5583 (130:170g)	Entrepreneurship *	

Emphasis 3: Digital Media Production

Required

Digital Media:		
COMM DM 2651	Digital Media Production II	3
COMM DM 4612/5612	Digital Media: Processes and Effects	3
COMM DM 4621/5621	Digital Media Analysis	3
COMM DM 4631/5631	Digital Media Law	3
Select 6 hours from the following:		6
COMM DM 3651	Advanced Digital Media Production: Television News *	
COMM DM 3652	Advanced Digital Media Production: Documentary *	
COMM DM 3653	Advanced Digital Media Production: Fiction *	

COMM DM 3654	Advanced Digital Media Production: Video Editing *
COMM DM 3655	Advanced Digital Media Production: Audio *
Electives (chosen from the following) 9	
Art (up to 6 hours can be counted as electives):	
ART 2030 (600:025)	Graphic Design I
ART 2070 (600:032)	Creative Photography I: Digital Photography
ART 3035 (600:182)	Graphic Design: Motion Graphics
Communication (up to 6 hours can be counted as electives):	
COMM 2555 (48C:025)	Interactive Digital Communication
COMM 4447/5447 (48C:108g)	Performance and Social Change
Computer Science (up to 6 hours can be counted as electives):	
CS 1000 (810:021)	Computing Skills and Concepts
CS 1120 (810:056)	Media Computation
CS 3120/5120 (810:112g)	User Interface Design
CS 2880 (810:088)	Topics in Computing
Digital Media:	
COMM DM 1620	Fundamentals of Journalism
COMM DM 2652	Emerging Digital Media: (Topic)
COMM DM 2653	News Writing for Media *
COMM DM 2950	Applied Digital Media
COMM DM 3651	Advanced Digital Media Production: Television News *
COMM DM 3652	Advanced Digital Media Production: Documentary *
COMM DM 3653	Advanced Digital Media Production: Fiction *
COMM DM 3654	Advanced Digital Media Production: Video Editing *
COMM DM 3655	Advanced Digital Media Production: Audio *
COMM DM 3656	Digital Media Industries
COMM DM 3657	Promotion of Digital Media
COMM DM 3659	Editing and Design *
COMM DM 3950	Advanced Applied Digital Media
COMM DM 4622/5622	Digital Media Audiences
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic) *
COMM DM 4653/5653	Digital Media Distribution
COMM DM 4642/5642	Digital Technologies (Topic)
COMM DM 4651	Digital Media Practicum: (Topic)
COMM DM 4652	Digital Media Projects
COMM DM 4654/5654	Digital Media Management
COMM DM 4655	Photojournalism *
English (up to 6 hours can be counted as electives):	
ENGLISH 2650 (620:035)	Introduction to Film *

ENGLISH 4660/5660 (620:142g)	Film History *
Marketing (up to 6 hours can be counted as electives):	
MKTG 2110 (130:101)	Principles of Marketing *
MKTG 3143 (130:150)	Advertising and Promotion *
MKTG 3146 (130:160)	Digital Advertising

* These courses have additional prerequisites as follows:
 ART 3035 (600:182) has a prerequisite of ART 3030 (600:125).
 COMM 4556/5556 has a prerequisite of COMM 2555 (48C:025).
 COMM DM 2653 has a prerequisite of COMM DM 1620, COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, COMM DM 3655 all have the prerequisite of COMM DM 2651.
 COMM DM 3659 and COMM DM 4655 have a prerequisite of COMM DM 2653.
 COMM DM 4651 and COMM DM 4652 have the prerequisite of any of the following: COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, or COMM DM 3655.
 ECON 1031 (920:024) may be used to satisfy Category 5 B of the Liberal Arts Core.
 ENGLISH 2650 (620:035) has prerequisite of ENGLISH 1005 (620:005). ENGLISH 1005 (620:005) may be used to satisfy Category 1A of the Liberal Arts Core.
 ENGLISH 4660/5660 (620:142g) has prerequisite of ENGLISH 2120 (620:034) or ENGLISH 2650 (620:035). ENGLISH 2120 (620:034) may be used to satisfy Category 1A of the Liberal Arts Core.
 MKTG 3583/5583 (130:170g) has a prerequisite of BUSINESS 2010 (100:040) or (ACCT 2120 (120:030); ACCT 2130 (120:031); prerequisite or corequisite FIN 3130/5130 (160:151g); STAT 1772 (800:072) or equivalent; and ECON 1011 (920:070)); MKTG 2110 (130:101); ECON 1031 (920:024) or (ECON 1041 (920:053) and ECON 1051 (920:054)); junior standing.

** These courses have the following prerequisites:
 COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

Communication/Public Relations Major

The Communication/Public Relations major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

The Communication/Public Relations major requires the completion of 18 hours in public relations, 15 hours in communication, 15 hours in digital journalism and 12 hours in business. (The concentration of study in business is in keeping with the specific recommendations for public relations education as outlined in *The Design for Undergraduate Public Relations Education: Report of the 1987 Commission on Undergraduate Public Relations Education*, co-sponsored by the Public Relations Division of the Association for

Department of Communication Studies

Education in Journalism and Mass Communication, and Public Relations Society of America and the Educators Academy of PRSA.)

Required

COMM COR 1010 (48J:002)	Mass Communication and Society	3
COMM COR 2020 (48C:080)	Communication Research Methods**	3
COMM COR 4124 (48C:124)	Communication Theories**	3
Public Relations:		
COMM PR 1811 (48P:005)	Principles of Public Relations**	3
COMM PR 3855 (48P:173)	Public Relations Writing	3
COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	3
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	3
COMM PR 3179 (48P:179) or COMM PR 3900/5900 (48P:197g)	Cooperative Education Internship in Public Relations	3
Communication:		
COMM 3155 (48C:173)	Business and Professional Oral Communication**	3
Digital Journalism:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing for Media	3
COMM DM 3659	Editing and Design	3
Business Courses:		
ACCT 2120 (120:030)	Principles of Financial Accounting	3
MKTG 2110 (130:101)	Principles of Marketing*	3
Select one of the following three emphases		15
Emphasis 1: Strategic Public Relations		
Communication:		
COMM 3055 (48C:132)	Organizational Communication	
Digital Journalism:		
COMM DM 4630/5630	Journalism, Law, and Ethics	
Public Relations:		
COMM PR 4822/5822 (48P:170g)	Global Public Relations	
Management:		
MGMT 3153 (150:153)	Organizational Management	
Marketing:		
MKTG 3113/5113 (130:106g)	Consumer Behavior	
Emphasis 2: Special Events		
Public Relations:		
COMM PR 4856/5856	Public Relations Special Events Planning	
COMM PR 4858/5858	Sports Public Relations	
Kinesiology, Allied Health, and Human Services:		
LYHS 4116/5116 (430:172g)	Festivals and Special Events Management	

or LYHS 4778/5778 (430:171g)

Community Based Tourism

Marketing:

MKTG 3146 (130:160)	Digital Advertising*
MKTG 3153 (130:153)	Personal Selling*

Emphasis 3: Sports Public Relations

Public Relations:

COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications
COMM PR 4858/5858	Sports Public Relations

Kinesiology, Allied Health, and Human Services:

PEMES 3186 "Studies in Physical Education: Introduction in Sports Management" (3 hrs.)

or

PEMES 3186 "Studies in Physical Education: Sports Marketing" (3 hrs.)

Marketing:

MKTG 3156 (130:178)	Services Marketing*
MKTG 3166 (130:166)	Retail Management*

Total Hours

57

* MKTG 2110 (130:101) and MKTG 3113/5113 (130:106g) have ECON 1031 (920:024) or ECON 1041 (920:053) as a prerequisite. ECON 1031 (920:024) will satisfy Category 5B of the Liberal Arts Core.

** These courses have the following prerequisites: COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

Interactive Digital Studies Major

The Interactive Digital Studies (IDS) major is interdisciplinary in nature and is under the jurisdiction of the Department of Communication Studies. The Interactive Digital Studies major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Students who are taking Interactive Digital Studies as a second major must take course emphasis areas that do not significantly overlap with the coursework of the first degree program. According to university requirements, students in a second major program must earn "not less than 32 hours of credit beyond the hours required for the degree the student chooses to declare as the first degree." Similarly, for students taking Interactive Digital Studies as a minor, we recommend that the course emphasis area for the minor does not significantly overlap with the coursework of the major degree program.

Required

Communication:

COMM 2555 (48C:025)	Interactive Digital Communication	3
COMM 4544/5544 (48C:120g)	Digital Culture and Communication	3
COMM COR 1010 (48J:002)	Mass Communication and Society	3

Computer Science:		
CS 1120 (810:056)	Media Computation	3
University, Interdisciplinary:		
UNIV 4555	Interactive Digital Studies Practicum	3

Electives - select two bundles (emphases) from the following: 30-32

Total Hours	45-47
-------------	-------

EMPHASES

1. Digital Visualization (15 hours)

COMM 3557	Advanced Digital Visualization: (Topic)	3
COMM 4556/5556	Interactive Digital Visualization	3
COMM DM 1611	Digital Media Literacies	3
Total Hours	9	

2. Digital Computation (17 hours)

Computer Science:		
CS 1510 (810:051)	Introduction to Computing	4
CS 1520 (810:052)	Data Structures	4
CS 2530 (810:053)	Intermediate Computing	3
CS 3110	Web Application Development	3
CS 3120/5120 (810:112g)	User Interface Design	3
Total Hours	17	

3. Digital Learning (15 hours)

Instructional Technology:		
INSTTECH 1031 (240:031)	Educational Technology and Design	3
INSTTECH 4131/5131 (240:131g)	Exploring Issues and Trends in Instructional Technology	3
INSTTECH 4138/5138 (240:138g)	Understanding Visual Literacy	3
INSTTECH 4139/5139 (240:139g)	Planning and Producing Instructional Media	3
INSTTECH 4153/5153 (240:153g)	Using Digital and Social Media in Education	3
Total Hours	15	

4. Digital Writing (15 hours)

English:		
ENGLISH 4785/5785 (620:177g)	Applied Writing: Projects, Grants and Careers	3
ENGLISH 4025/5025 (620:163g)	Theory and Practice of Writing	3
or ENGLISH 4040/5040 (620:164g)	Digital Writing: Theory and Practice	
Select 3 from the following courses (9 units total)		9
ENGLISH 4672/5672 (620:170g)	Electronic Literature	
ENGLISH 4160/5160	Issues in Digital Humanities	
ENGLISH 4765/5765 (620:102g)	Applied Writing: Workplace Communication	

ENGLISH 4775/5775 (620:105g)	Applied Writing: Technical Communication	
Total Hours		15

5. Digital Music (15 hours)

Music Theory (required):		
MUS THEO 1150 (580:015)	Aural Training I	1
MUS THEO 1300 (580:030)	Composition Class	2
MUS THEO 3220/5220 (580:122g)	Music and Technology	4
MUS THEO 3230/5230 (580:123g)	Music Technology, Advanced	4
Music Theory (select two of the following):		
MUS THEO 1100 (580:010)	Introduction to Music Theory	4
MUS THEO 1110 (580:011)	Theory I	
MUS THEO 1120 (580:012)	Theory II	
Theory class placement is determined by a diagnostic examination. Theory classes are a prerequisite for Music Technology and Music Composition courses.		
Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 (520:010) as part of their LAC courses.		
Total hours		15

6. Digital Imaging (15 hours)

Graphic Technologies:		
TECH 1055 (330:055)	Graphic Communications Foundations	3
TECH 2070 (330:070)	Digital Pre-Media	3
TECH 3169 (330:169)	Digital Imaging	3
TECH 4158/5158 (330:158g)	Graphic Communications Technical Visualization	3
or TECH 4161/5161 (330:161g)	Digital Graphic Communications	
TECH 4184/5184	Digital Imaging II	3
Total Hours		15

7. Digital Advertising (15 hours)

Economics:		
ECON 1031 (920:024)	Introduction to Economics	3
or ECON 1041 (920:053)	Principles of Macroeconomics	
Marketing:		
MKTG 2110 (130:101)	Principles of Marketing	3
MKTG 3143 (130:150)	Advertising and Promotion	3
MKTG 3146 (130:160)	Digital Advertising	3
MKTG 3153 (130:153)	Personal Selling	3
or MKTG 3583/5583 (130:170g)	Entrepreneurship	
or MKTG 4150	Advertising Campaign Development	
Total Hours		15

8. Digital History (15 hours)

Communication:		
COMM 4412/5412	Performing History	3

Department of Communication Studies

COMM 4556/5556	Interactive Digital Visualization	3
History:		
HIST 1010 (960:010)	Introduction to the Study of History	3
HIST 4010/5010 (960:106g)	Introduction to Public History	3
HIST 4020/5020 (960:125g)	Introduction to Museum Studies	3
Total Hours		15

Political Communication Major

The Political Communication major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required core

Communication Studies:		
COMM 4211/5211 (48C:123g)	Rhetoric and Civic Culture	3
COMM 4216/5216 (48C:160g)	Political Communication	3
or POL AMER 4160/5160	Political Communication	
COMM 4444/5444 (48C:155g)	Communication, Community, and Change	3
COMM COR 1010 (48J:002)	Mass Communication and Society	3
Political Science:		
POL AMER 1014 (942:014)	Introduction to American Politics *	3
POL AMER 3112 (942:112)	Campaigns and Elections	3
POL AMER 3150 (942:150)	Public Opinion and Voting Behavior	3

Methodology:

Select one of the following from Communication Studies/		3
Political Science:		
COMM COR 2020 (48C:080)	Communication Research Methods *	
COMM 4023/5023 (48C:189g)	Rhetorical Research Methods *	
POL GEN 2010 (940:010)	Analyzing Politics	

Internship in Communication Studies/Political Science:

COMM 3900/5900 (48C:197g)	Internship in Communication	3
POL GEN 3181 (940:181)	Internship in Politics *	

Electives (choose two courses from Communication Studies and two courses from Political Science from the following list):

Communication Studies:		
COMM 2257 (48C:074)	Argumentation and Debate *	
COMM 3055 (48C:132)	Organizational Communication *	
COMM 4217/5217 (48C:176g)	Freedom of Speech	
COMM 4218 (48C:178)	Persuasion	
COMM 4333/5333 (48C:148g)	Communication and Conflict Management *	

COMM 4344/5344 (48C:151g)	Intercultural Communication	
COMM 4446/5446 (48C:113g)	Social Protest: Performance and Rhetoric	
COMM 4544/5544 (48C:120g)	Digital Culture and Communication	
COMM DM 1611	Digital Media Literacies	
COMM DM 4612/5612	Digital Media: Processes and Effects	
COMM DM 4630/5630	Journalism, Law, and Ethics	
COMM DM 4644/5644	Global Mass Communication Systems	
COMM PR 1811 (48P:005)	Principles of Public Relations *	
Political Science:		
POL AMER 2131 (942:131)	American State Politics	
POL AMER 3132 (942:132)	Community Politics	
POL AMER 3134 (942:134)	Legislative Politics *	
POL AMER 3144 (942:144)	Civil Rights and Liberties	
POL AMER 3151 (942:151)	Modern Presidency *	
POL AMER 3166 (942:166)	Political Parties and Interest Groups *	
POL AMER 4143/5143 (942:143g)	Citizen Participation and Civic Engagement	
POL AMER 4177/5177 (942:177g)	Political Psychology	
POL INTL 3126 (943:126)	Human Rights	
POL INTL 3143 (943:143)	International Law	
Total Hours		39

* *Choice of courses and subsequent prerequisites may increase the length of this program. These courses have additional prerequisites as follows:
 POL AMER 1014 (942:014) satisfies Category 5B of the Liberal Arts Core.
 COMM COR 2020 (48C:080), COMM 2257 (48C:074), and COMM 3055 (48C:132) have prerequisite of COMM 1000 (48C:001). COMM 1000 (48C:001) satisfies Category 1B of the Liberal Arts Core.
 POL GEN 3181 (940:181) has prerequisites of POL GEN 2010 (940:010); 15 hours of Political Science, Political Communication, or Public Administration major.
 COMM 4023/5023 (48C:189g) has prerequisite of COMM COR 2020 (48C:080) but will be waived for Political Communication majors.
 COMM 4333/5333 (48C:148g) has a prerequisite of COMM 2344 (48C:004).
 COMM DM 4612/5612 has prerequisite of COMM COR 2020 or consent of instructor.
 COMM DM 4644/5644 has prerequisite of COMM COR 1010 (48J:002).
 COMM PR 1811 (48P:005) has prerequisites of COMM 1000 (48C:001) and ENGLISH 1005 (620:005).
 COMM 1000 (48C:001) satisfies Category 1B of the Liberal Arts Core.
 POL AMER 3134 (942:134), POL AMER 3151 (942:151), and POL AMER 3166 (942:166) have prerequisite of POL AMER 1014 (942:014). POL AMER 1014 (942:014) satisfies Category 5B of the Liberal Arts Core.

Minors

See Enrollment Management Policy for Communication minors.

Business Communication Minor

The Business Communication minor is interdisciplinary in nature and offered jointly by the College of Humanities, Arts and Sciences and the College of Business Administration. It is under the jurisdiction of the Department of Marketing and the Department of Communication Studies. The minor requires a 12-hour core plus 9 hours from one of three emphases.

Required

Communication:		
COMM 3155 (48C:173)	Business and Professional Oral Communication	3
Communication or English:		
COMM 2555 (48C:025)	Interactive Digital Communication	3
or ENGLISH 2770 (620:077)	Introduction to Professional Writing	
Communication or Management:		
COMM 3055 (48C:132)	Organizational Communication	3
or MGMT 3153 (150:153)	Organizational Management	
Marketing:		
MKTG 2110 (130:101)	Principles of Marketing	3
Required: 3 hours from each of three emphases below:		
		9
Total Hours		21

EMPHASES

1. Applied Writing Skills

Select one course from the following:		3
ENGLISH:		
ENGLISH 4765/5765 (620:102g)	Applied Writing: Workplace Communication	
ENGLISH 4770/5770 (620:104g)	Applied Writing: Proposals and Grants	
ENGLISH 4775/5775 (620:105g)	Applied Writing: Technical Communication	

2. Communication Skills

Select one course from the following:		3
Communication Studies:		
COMM 1205 (48C:031)	Group Communication Skills	
COMM 4316/5316 (48C:136g)	Mediation Theory and Process	
COMM 4333/5333 (48C:148g)	Communication and Conflict Management	
COMM 4355/5355 (48C:141g)	Listening	
COMM PR 1811 (48P:005)	Principles of Public Relations	

3. Business and Professional Communication Contexts and Applications

Select one of the following:		3
Communication Studies:		
COMM 4134/5134 (48C:134g)	Organizational Cultures and Communication	
COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications	
Marketing:		
MKTG 3143 (130:150)	Advertising and Promotion	
MKTG 3146 (130:160)	Digital Advertising	
MKTG 3153 (130:153)	Personal Selling	

Note: When declaring this minor students must:

- have a 2.70 cumulative GPA.
- have satisfactorily completed Categories 1A and 1B of the Liberal Arts Core.

Available to all UNI majors.

Communication Studies Minor (Liberal Arts)

Required

Communication:		
COMM 1000 (48C:001)	Oral Communication	3
COMM 2011 (48C:002)	Exploring Communication Studies	1
COMM 2256 (48C:011)	Performing Texts **	3
or COMM 2255 (48C:071)	Public Speaking	
or COMM 2257 (48C:074)	Argumentation and Debate	
COMM 2344 (48C:004)	Interpersonal Communication **	3

Department of Communication Studies

or COMM 1205 (48C:031)	Group Communication Skills	
COMM 2555 (48C:025)	Interactive Digital Communication	3
COMM COR 2020 (48C:080)	Communication Research Methods	3
Select one of the following:		3
COMM 4111/5111 (48C:131g)	Group Communication Theory and Analysis	
COMM 4211/5211 (48C:123g)	Rhetoric and Civic Culture	
COMM 4218 (48C:178)	Persuasion	
COMM 4322/5322 (48C:144g)	Advanced Interpersonal Communication *	
COMM 4411/5411 (48C:122g)	Language and Communication	
COMM COR 4124 (48C:124)	Communication Theories	
Electives in COMM courses:		6
Total Hours		25

Communication-Theatre-Teaching Minor

The Communication-Theatre-Teaching minor is offered jointly by the Departments of Communication Studies and Theatre.

Required

COMM 2255 (48C:071)	Public Speaking	3
COMM 2256 (48C:011)	Performing Texts	3
COMM 2257 (48C:074)	Argumentation and Debate	3
COMM DM 1611	Digital Media Literacies	3
THEATRE 3160 (490:161)	Directing	3
COMM 4559/5559 (48C:187g)	Methods of Teaching Speech	3
or THEATRE 3115 (490:109)	Methods of Teaching Drama and Theatre	

Electives (Select 6 hours)

COMM 1940 (48C:091) & COMM 3940 (48C:191)	Applied Forensics and Advanced Applied Forensics *	6
COMM 1941 (48C:093) & COMM 3941 (48C:193)	Applied Performance Studies and Advanced Applied Performance Studies *	
COMM 2455 (48C:015)	Skills for Making Performance	
THEATRE 1010 (490:010) & THEATRE 1011 (490:011)	Foundations of Theatre and Foundations of Theatre Lab **	
THEATRE 1030 (490:024)	Acting **	
THEATRE 2050 (490:050)	Theatre Practicum *	
Total Hours		24

* Any of these courses can be repeated up to three times.

** These classes must be taken before THEATRE 3160 (490:161).

Communication/Digital Journalism Minor (Liberal Arts)

Required

Communication:		
COMM COR 1010 (48J:002)	Mass Communication and Society	3
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing for Media	3
COMM DM 3659	Editing and Design	3
COMM DM 4630/5630	Journalism, Law, and Ethics	3
COMM DM 4650/5650	Advanced Reporting	3

Electives

Select two of the following:		
COMM DM 3900	Internship in Digital Media	
COMM DM 3658	Digital Journalism: (Topic)	
COMM DM 4611/5611	History of Mass Communication	
COMM DM 4644/5644	Global Mass Communication Systems	
COMM DM 4655	Photojournalism	
COMM DM 4656/5656	Feature Writing	
Total Hours		24

Communication/Digital Media Leadership

The minor in Digital Media Leadership will train students to analyze the structures and practice of the media industries, focusing on digital media production, distribution, promotion and management.

Required:

Communication:		
COMM COR 1010 (48J:002)	Mass Communication and Society	3
Digital:		
COMM DM 3656	Digital Media Industries	3
COMM DM 3657	Promotion of Digital Media	3
COMM DM 4622/5622	Digital Media Audiences	3
or COMM DM 4653/5653	Digital Media Distribution	
COMM DM 4654/5654	Digital Media Management	3
Management:		
MGMT 3153 (150:153)	Organizational Management	3
Marketing:		
MKTG 2110 (130:101)	Principles of Marketing *	3
Total Hours		21

* * MKTG 2110 (130:101) have ECON 1031 (920:024) or ECON 1041 (920:053) as a prerequisite. ECON 1031 (920:024) will satisfy Category 5B of the Liberal Arts Core.

Communication/Public Relations Minor

Required

Communication:		
COMM COR 4124 (48C:124)	Communication Theories *	3

COMM 3055 (48C:132)	Organizational Communication *	3
Public Relations:		
COMM PR 1811 (48P:005)	Principles of Public Relations *	3
COMM PR 3855 (48P:173)	Public Relations Writing	3
COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	3
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	3
COMM PR 4856/5856	Public Relations Special Events Planning	3
or COMM PR 4858/5858	Sports Public Relations	
Electives		
Select one from the following:		3
Communication:		
COMM COR 2020 (48C:080)	Communication Research Methods *	
COMM 3155 (48C:173)	Business and Professional Oral Communication *	
Digital Journalism:		
COMM DM 1620	Fundamentals of Journalism	
COMM DM 4630/5630	Journalism, Law, and Ethics	
Public Relations:		
COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications	
COMM PR 4822/5822 (48P:170g)	Global Public Relations	
COMM PR 4857/5857	Crisis Communication	
Total Hours		24

* These courses have the following prerequisites: COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

Interactive Digital Studies Minor

The Interactive Digital Studies minor is interdisciplinary in nature and is under the jurisdiction of the Department of Communication Studies. This minor requires a 9-hour core plus 15-17 hours from one of the eight emphases.

Required

Communication:		
COMM 2555 (48C:025)	Interactive Digital Communication	3
COMM 4544/5544 (48C:120g)	Digital Culture and Communication	3
COMM COR 1010 (48J:002)	Mass Communication and Society	3
Computer Science:		
CS 1120 (810:056)	Media Computation	3
Electives - select one bundle (emphasis) from the following:		15-17
Total Hours		27-29

1. Digital Visualization (15 hours)

COMM 3557	Advanced Digital Visualization: (Topic)	3
COMM 4556/5556	Interactive Digital Visualization	3
COMM DM 1611	Digital Media Literacies	3
Total Hours		9

2. Digital Computation (17 hours)

Computer Science:		
CS 1510 (810:051)	Introduction to Computing	4
CS 1520 (810:052)	Data Structures	4
CS 2530 (810:053)	Intermediate Computing	3
CS 3110	Web Application Development	3
CS 3120/5120 (810:112g)	User Interface Design	3
Total Hours		17

3. Digital Learning (15 hours)

Instructional Technology:		
INSTTECH 1031 (240:031)	Educational Technology and Design	3
INSTTECH 4131/5131 (240:131g)	Exploring Issues and Trends in Instructional Technology	3
INSTTECH 4138/5138 (240:138g)	Understanding Visual Literacy	3
INSTTECH 4139/5139 (240:139g)	Planning and Producing Instructional Media	3
INSTTECH 4153/5153 (240:153g)	Using Digital and Social Media in Education	3
Total Hours		15

4. Digital Writing (15 hours)

English:		
ENGLISH 4025/5025 (620:163g)	Theory and Practice of Writing	3
or ENGLISH 4040/5040 (620:164g)	Digital Writing: Theory and Practice	
ENGLISH 4785/5785 (620:177g)	Applied Writing: Projects, Grants and Careers	3
Select 3 from the following courses (9 units total)		9
ENGLISH 4672/5672 (620:170g)	Electronic Literature	
ENGLISH 4765/5765 (620:102g)	Applied Writing: Workplace Communication	
ENGLISH 4775/5775 (620:105g)	Applied Writing: Technical Communication	
ENGLISH 4160/5160	Issues in Digital Humanities	
Total Hours		15

5. Digital Music (15 hours)

Music Theory (required):		
MUS THEO 1150 (580:015)	Aural Training I	1
MUS THEO 1300 (580:030)	Composition Class	2
MUS THEO 3220/5220 (580:122g)	Music and Technology	4

Department of Communication Studies

MUS THEO 3230/5230	Music Technology, Advanced	4
(580:123g)		
Music Theory (select two of the following):		4
MUS THEO 1100 (580:010)	Introduction to Music Theory	
MUS THEO 1110 (580:011)	Theory I	
MUS THEO 1120 (580:012)	Theory II	
Theory class placement is determined by a diagnostic examination. Theory classes are a prerequisite for Music Technology and Music Composition courses.)		
Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 (520:010) as part of their LAC courses.		
		15

6. Digital Imaging (15 hours)

Graphic Technologies:		
TECH 1055 (330:055)	Graphic Communications Foundations	3
TECH 2070 (330:070)	Digital Pre-Media	3
TECH 3169 (330:169)	Digital Imaging	3
TECH 4158/5158 (330:158g)	Graphic Communications Technical Visualization	3
or TECH 4161/5161 (330:161g)	Digital Graphic Communications	
TECH 4184/5184	Digital Imaging II	3
Total Hours		15

7. Digital Advertising (15 hours)

Economics:		
ECON 1031 (920:024)	Introduction to Economics	3
or ECON 1041 (920:053)	Principles of Macroeconomics	
Marketing:		
MKTG 2110 (130:101)	Principles of Marketing	3
MKTG 3143 (130:150)	Advertising and Promotion	3
MKTG 3146 (130:160)	Digital Advertising	3
MKTG 3153 (130:153)	Personal Selling	3
or MKTG 3583/5583 (130:170g)	Entrepreneurship	
or MKTG 4150	Advertising Campaign Development	
Total Hours		15

8. Digital History (15 hours)

Communication:		
COMM 4412/5412	Performing History	3
COMM 4556/5556	Interactive Digital Visualization	3
History:		
HIST 1010 (960:010)	Introduction to the Study of History	3
HIST 4010/5010 (960:106g)	Introduction to Public History	3
HIST 4020/5020 (960:125g)	Introduction to Museum Studies	3
Total Hours		15

Master of Arts Degree Program Major in Communication Studies

Students interest in this major must submit a completed Application for Admission to Graduate Study and should refer to their MyUNiverse Student Center To-Do list or contact the Department of Communication Studies for any other application requirements. Detailed information on the major, including directions for procedures to follow for applying, in planning a program, and requesting assignment of an advisor, may be obtained from the Head of the Department of Communication Studies, the Director of Graduate Studies, or on the department's Web page at the following address: www.uni.edu/commstudies/graduate-program. Other graduate information and the application for graduate admission may be found at www.grad.uni.edu/admission.

The Graduate Record Examination (General Test) **is not** required for admission to the program.

Only graduate courses (course numbers 5000 or above) will apply to a graduate degree, even if the undergraduate course number (4999 or less) is listed. No exceptions will be made.

A student may seek a General Communication program or specialize in Communication Education, Mass Communication, Organizational Communication, Performance Studies, or Public Relations. The major is available on the **thesis** and **non-thesis** options. A **minimum of 30 semester hours** for the **thesis** option and **33 hours** for the **non-thesis** option are required. A **minimum of 18 semester hours of 200/6000-level course work is required for the thesis option**, including 6 hours of thesis credit. A **minimum of 12 semester hours of 200/6000-level course work is required for the non-thesis option**.

A student is required to successfully complete either a research project (non-thesis option) or thesis. Successful completion of a final **written** comprehensive examination is required for **both the thesis and non-thesis options**.

Of the 30 or 33 hours required:

- 20 hours of course work must be in Communication Studies (*no more than 10 hours* outside the department and/or by transfer).
- *No more than 6 hours* of independent work: readings, projects, or specialized individual instruction.
- *No more than 3 hours* of workshop credit.

Communication Education Emphasis Non-thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224)	Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6045 (48C:282)	Seminar in Communication Education	3

Electives (select 18 hours from the following):

POSTSEC 6256 (170:256)	The Two-Year College	
COMM 4111/5111 (48C:131g)	Group Communication Theory and Analysis	

COMM 4134/5134 (48C:134g)	Organizational Cultures and Communication
COMM 4211/5211 (48C:123g)	Rhetoric and Civic Culture
COMM 4311/5311 (48C:121g)	Nonverbal Communication
COMM 4316/5316 (48C:136g)	Mediation Theory and Process
COMM 4322/5322 (48C:144g)	Advanced Interpersonal Communication
COMM 4333/5333 (48C:148g)	Communication and Conflict Management
COMM 4344/5344 (48C:151g)	Intercultural Communication
COMM 4346/5346 (48C:153g)	Gender Issues in Communication
COMM 4347/5347 (48C:142g)	Family Communication
COMM 4355/5355 (48C:141g)	Listening
COMM 4411/5411 (48C:122g)	Language and Communication
COMM 4544/5544 (48C:120g)	Digital Culture and Communication
COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies

Total Hours 30

Thesis Option

Required Core:

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224)	Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6045 (48C:282)	Seminar in Communication Education	3
COMMGRAD 6299 (48C:299,48E:299,48P:299)	Research	6

Electives (select 12 hours from the following): 12

POSTSEC 6256 (170:256)	The Two-Year College
COMM 4111/5111 (48C:131g)	Group Communication Theory and Analysis
COMM 4134/5134 (48C:134g)	Organizational Cultures and Communication
COMM 4211/5211 (48C:123g)	Rhetoric and Civic Culture
COMM 4311/5311 (48C:121g)	Nonverbal Communication

COMM 4316/5316 (48C:136g)	Mediation Theory and Process
COMM 4322/5322 (48C:144g)	Advanced Interpersonal Communication
COMM 4333/5333 (48C:148g)	Communication and Conflict Management
COMM 4344/5344 (48C:151g)	Intercultural Communication
COMM 4346/5346 (48C:153g)	Gender Issues in Communication
COMM 4347/5347 (48C:142g)	Family Communication
COMM 4355/5355 (48C:141g)	Listening
COMM 4411/5411 (48C:122g)	Language and Communication
COMM 4544/5544 (48C:120g)	Digital Culture and Communication
COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies

Total Hours 30

General Communication Emphasis

Non-thesis Option

Required Core:

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3

Select one of the following 200/6000-level seminars: 3

COMMGRAD 6027 (48P:282)	Seminar in Public Relations
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies
COMMGRAD 6045 (48C:282)	Seminar in Communication Education
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication

Electives (select 21 hours from the following): 21

COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication
COMMGRAD 6016 (48E:224)	Mass Communication Theory

Department of Communication Studies

COMMGRAD 6022 (48C:236)	Communication Research Methodology (additional section/s of this besides what is required)
COMMGRAD 6027 (48P:282)	Seminar in Public Relations
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies
COMMGRAD 6045 (48C:282)	Seminar in Communication Education
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication
Other 200/6000-level or 100g/5000-level (approved through MyUniverse student request)	
Total Hours	33

Thesis Option

Required Core	18
COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research
COMMGRAD 6011 (48C:224)	Communication Theory
or COMMGRAD 6016 (48E:224)	Mass Communication Theory
COMMGRAD 6022 (48C:236)	Communication Research Methodology
COMMGRAD 6299 (48C:299,48E:299,48P:299)	Research (6 hrs.)
Select one of the following 200/6000-level seminars:	
COMMGRAD 6027 (48P:282)	Seminar in Public Relations
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies
COMMGRAD 6045 (48C:282)	Seminar in Communication Education
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication
Electives (select 12 hours from the following):	12
COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication
COMMGRAD 6016 (48E:224)	Mass Communication Theory
COMMGRAD 6022 (48C:236)	Communication Research Methodology (additional section/s of this besides what is required.)
COMMGRAD 6027 (48P:282)	Seminar in Public Relations *

COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies
COMMGRAD 6045 (48C:282)	Seminar in Communication Education
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication
Other 200/6000-level or 100g/5000-level (approved by advisor and submitted through student request)	
Total Hours	30

* First seminar course/topic counts toward core requirement, additional course(s)/topic(s) count as electives.

Mass Communication Emphasis

Non-thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6016 (48E:224)	Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	3

Electives (select 21 hours from the following): 21

COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication
COMMGRAD 6042 (48C:222)	Seminar in Communication
COMM DM 4612/5612	Digital Media: Processes and Effects
COMM DM 4621/5621	Digital Media Analysis
COMM DM 4622/5622	Digital Media Audiences
COMM DM 4631/5631	Digital Media Law
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic)
COMM DM 4642/5642	Digital Technologies (Topic)
COMM DM 4654/5654	Digital Media Management
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)
COMMGRAD 6285 (Readings)	
COMMGRAD 6286 (Studies in)	
COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications
COMM DM 4611/5611	History of Mass Communication
COMM DM 4630/5630	Journalism, Law, and Ethics
COMM DM 4644/5644	Global Mass Communication Systems

COMM DM 4650/5650	Advanced Reporting	
COMM DM 4656/5656	Feature Writing	
COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	
COMM PR 4822/5822 (48P:170g)	Global Public Relations	
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	
COMMGRAD 6027 (48P:282)	Seminar in Public Relations	
Total Hours		33

* First seminar course/topic counts toward core requirement, additional course(s)/topic(s) count as electives.

Thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6016 (48E:224)	Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	3
COMMGRAD 6299 (48C:299,48E:299,48P:299)	Research (6 hrs.)	6

Select 12 hours of electives from the following: * 12

COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6027 (48P:282)	Seminar in Public Relations	
COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMM DM 4612/5612	Digital Media: Processes and Effects	
COMM DM 4621/5621	Digital Media Analysis	
COMM DM 4622/5622	Digital Media Audiences	
COMM DM 4631/5631	Digital Media Law	
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic)	
COMM DM 4642/5642	Digital Technologies (Topic)	
COMM DM 4654/5654	Digital Media Management	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication (first course/ topic counts toward core requirement; additional course(s)/topic(s) count as electives)	
COMMGRAD 6285 (Readings)		
COMMGRAD 6286 (Studies in)		
COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications	
COMM DM 4611/5611	History of Mass Communication	
COMM DM 4630/5630	Journalism, Law, and Ethics	

COMM DM 4644/5644	Global Mass Communication Systems	
COMM DM 4650/5650	Advanced Reporting	
COMM DM 4656/5656	Feature Writing	
COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	
COMM PR 4822/5822 (48P:170g)	Global Public Relations	
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	
Total Hours		30

* First seminar course/topic counts toward core requirement, additional course(s)/topic(s) count as electives.

Organizational Communication Emphasis

Non-thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication	3
COMMGRAD 6045 (48C:282)	Seminar in Communication Education	3

Department Electives (select 15 hours from the following): * 15

COMM 4116/5116 (48C:138g)	Health Communication	
COMM 4134/5134 (48C:134g)	Organizational Cultures and Communication	
COMM 4155/5155 (48C:135g)	Organizational Communication Assessment	
COMM 4333/5333 (48C:148g)	Communication and Conflict Management	
COMM 4344/5344 (48C:151g)	Intercultural Communication	
COMM 4346/5346 (48C:153g)	Gender Issues in Communication	
COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6027 (48P:282)	Seminar in Public Relations	
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication (first and second courses/topics counts toward core requirement; additional course(s)/topic(s) count as electives)	
COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies	

Department of Communication Studies

COMMGRAD 6045 (48C:282)	Seminar in Communication Education (first course/ topic counts toward core requirement; additional course(s)/topic(s) count as electives)	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	
Total Hours		30

* First and second seminar COMMGRAD 6041 (48C:232) course/topics count toward core requirement; additional course(s)/topics count as electives.
Elective courses outside the department may also be taken with advisor approval (e.g., courses in business, education, sociology, psychology, etc.) and submitted through a student request on MyUNiverse, with no more than 6 hours taken outside the department.

Thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication	3
COMMGRAD 6045 (48C:282)	Seminar in Communication Education	3
COMMGRAD 6299 (48C:299,48E:299,48P:299)	Research	6

Electives (select 6 hours from the following): *

COMM 4116/5116 (48C:138g)	Health Communication	
COMM 4134/5134 (48C:134g)	Organizational Cultures and Communication	
COMM 4155/5155 (48C:135g)	Organizational Communication Assessment	
COMM 4333/5333 (48C:148g)	Communication and Conflict Management	
COMM 4344/5344 (48C:151g)	Intercultural Communication	
COMM 4346/5346 (48C:153g)	Gender Issues in Communication	
COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6027 (48P:282)	Seminar in Public Relations	
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication (first and second courses/topics counts toward core requirement; additional course(s)/topic(s) count as electives)	

COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies	
COMMGRAD 6045 (48C:282)	Seminar in Communication Education (first course/ topic counts toward core requirement; additional course(s)/topic(s) count as electives)	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	
Total Hours		27

* First and second COMMGRAD 6041 (48C:232) courses/ topics count toward core requirement; additional course(s)/ topic(s) count as electives.
Elective courses outside the department may also be taken with advisor approval (e.g., courses in business, education, sociology, psychology, etc.) and submitted through a student request on MyUNiverse, with no more than 3 hours taken outside the department.

Performance Studies Emphasis

Non-thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies	3

Electives (select 21 hours from the following): *

COMM 4344/5344 (48C:151g)	Intercultural Communication	
COMM 4346/5346 (48C:153g)	Gender Issues in Communication	
COMM 4411/5411 (48C:122g)	Language and Communication	
COMM 4412/5412	Performing History	
COMM 4444/5444 (48C:155g)	Communication, Community, and Change	
COMM 4446/5446 (48C:113g)	Social Protest: Performance and Rhetoric	
COMM 4447/5447 (48C:108g)	Performance and Social Change	
COMM 4448/5448 (48C:110g)	Cultural Performance	
COMM 4490/5490 (48C:117g)	Interpreters Theatre Production	
COMM 4544/5544 (48C:120g)	Digital Culture and Communication	
COMM 4909/5909 (48C:119g)	Readings in Performance Studies	

COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	
COMM DM 4612/5612	Digital Media: Processes and Effects	
COMM DM 4621/5621	Digital Media Analysis	
COMM DM 4622/5622	Digital Media Audiences	
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic)	
COMM DM 4642/5642	Digital Technologies (Topic)	
THEATRE 3125/5125 (490:127g)	Acting Studio	
THEATRE 3180/5180 (490:155g)	Theatre Management	
THEATRE 3195/5195 (490:168g)	Playwriting	
ENGLISH 3715/5715	Craft of Poetry	
ENGLISH 3725/5725	Craft of Fiction	
ENGLISH 4740/5740 (620:174g)	Poetry Workshop	
ENGLISH 4750/5750 (620:175g)	Fiction Workshop	
Total Hours		33

* With no more than 9 hours taken outside the department.

Thesis Option:

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies	3
COMMGRAD 6299 (48C:299,48E:299,48P:299)	Research (6 hrs.)	6
Electives (select 12 hours from the following):		12

COMM 4344/5344 (48C:151g)	Intercultural Communication	
COMM 4346/5346 (48C:153g)	Gender Issues in Communication	
COMM 4411/5411 (48C:122g)	Language and Communication	
COMM 4412/5412	Performing History	
COMM 4444/5444 (48C:155g)	Communication, Community, and Change	
COMM 4446/5446 (48C:113g)	Social Protest: Performance and Rhetoric	
COMM 4447/5447 (48C:108g)	Performance and Social Change	

COMM 4448/5448 (48C:110g)	Cultural Performance	
COMM 4490/5490 (48C:117g)	Interpreters Theatre Production	
COMM 4544/5544 (48C:120g)	Digital Culture and Communication	
COMM 4909/5909 (48C:119g)	Readings in Performance Studies	
COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	
COMM DM 4612/5612	Digital Media: Processes and Effects	
COMM DM 4621/5621	Digital Media Analysis	
COMM DM 4622/5622	Digital Media Audiences	
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic)	
COMM DM 4642/5642	Digital Technologies (Topic)	
THEATRE 3125/5125 (490:127g)	Acting Studio	
THEATRE 3180/5180 (490:155g)	Theatre Management	
THEATRE 3195/5195 (490:168g)	Playwriting	
ENGLISH 3715/5715	Craft of Poetry	
ENGLISH 3725/5725	Craft of Fiction	
ENGLISH 4740/5740 (620:174g)	Poetry Workshop	
ENGLISH 4750/5750 (620:175g)	Fiction Workshop	
Total Hours		30

* With no more than 9 hours taken outside the department.

Public Relations Emphasis

Non-thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6027 (48P:282)	Seminar in Public Relations	3
COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications	3
Electives (select 18 hours from the following):		18

COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication	

Department of Communication Studies

COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies	
COMMGRAD 6045 (48C:282)	Seminar in Communication Education	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication	
COMMGRAD 6285 (Readings)		
COMMGRAD 6286 (Studies in)		
COMM 3000/5000 (48C:166g)	Selected Topics in Communication	
COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	
COMM PR 4822/5822 (48P:170g)	Global Public Relations	
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	
Total Hours		33

* COMMGRAD 6022 (48C:236) counts toward core requirement; additional seminar course(s)/topic(s) count as electives.

Thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)	Introduction to Graduate Study and Research	3
COMMGRAD 6011 (48C:224) or COMMGRAD 6016 (48E:224)	Communication Theory Mass Communication Theory	3
COMMGRAD 6022 (48C:236)	Communication Research Methodology	3
COMMGRAD 6027 (48P:282)	Seminar in Public Relations	3
COMMGRAD 6299 (48C:299,48E:299,48P:299)	Research (6 hrs.)	6
COMM PR 3844/5844 (48P:184g)	Public Relations: Integrated Communications	3

Electives (select 9 hours from the following): *

COMMGRAD 6014 (48C:251)	Critical and Cultural Studies in Communication	
COMMGRAD 6041 (48C:232)	Seminar in Organizational Communication	
COMMGRAD 6042 (48C:222)	Seminar in Communication	
COMMGRAD 6044 (48C:212)	Seminar in Performance Studies	
COMMGRAD 6046 (48E:222)	Seminar in Mass Communication ((first course/ topic counts toward core requirement; additional course(s)/topic(s) count as electives))	
COMMGRAD 6285 (Readings)		
COMMGRAD 6286 (Studies in)		

COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	
COMM PR 4822/5822 (48P:170g)	Global Public Relations	
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	
Total Hours		30

* COMMGRAD 6027 (48P:282) counts toward core requirement; additional seminar course(s)/topic(s) count as electives.