B.A.

The program examines human communication using both humanistic and social scientific methods. Fields of study include speechmaking, rhetorical criticism, ethics, interpersonal, small group, organizational, intercultural, and electronic (broadcasting, cable, satellite, Internet) forms of communication.

Students select courses from the Communication and Social Interaction Cluster and Communication and Culture Cluster.

Preparatory Coursework

Students seeking admission to the major must first meet with a communication studies adviser in 278 Ford Hall to declare a major. Students are strongly encouraged to declare their Comm major during their first or second year.

A comm major must complete the following two courses to be admitted into the major:

- Comm 1101—Introduction to Public Speaking
- Comm 1313—Analysis of Argument

Degree Requirements

Students must complete 120 credits to graduate, including 36 credits in the major.

Students must complete at least 27 credits in 3xxx, 4xxx, or 5xxx courses selected from the two clusters that comprise the undergraduate curriculum. Students must take at least 15 credits from one cluster and at least 6 credits from the other.

A senior paper must also be completed in a 4xxx or 5xxx course designated as a senior paper course. The department’s advising office has a list of eligible courses.

Required Courses

At least 27 credits in 3xxx, 4xxx, or 5xxx courses selected from the clusters below, including at least two 4xxx or 5xxx courses, two courses from Comm 3211, 3401, 3601, and 3 credits from Comm 3201, 3411, 3422, 3605, 3990, 4452.

Communication and Social Interaction Cluster

- Comm 3190, 3211, 3401, 3402, 3411, 3431, 3441, 3422, 4231, 4235, 4291, 5110, 5233, 5401, 5402, 5408, 5411, 5421, 5431, 5441, 5461, 5462

Communication and Culture Cluster

- Comm 3190, 3201, 3404, 3405, 3406, 3451, 3452, 3601, 3602, 3605, 3615, 3625, 3631, 4452, 4602, 4616, 4621, 5210, 5220, 5261, 5404, 5406, 5451, 5452, 5611, 5615, 5617, 5618

Final Project

Students must complete a senior paper (see above) before graduation. For details about project requirements, contact the communication undergraduate advisers.

Minor Requirements

- Comm 1101—Introduction to Public Speaking or Comm 1313—Analysis of Argument
- Five courses selected from the two clusters, with at least three courses from one cluster, and one from the other cluster. One of the five courses must be at the 4xxx or 5xxx level, and two of the courses must be from the following core courses: Comm 3211, 3401, or 3601.
**What can I do with a major in communication studies?**

**Skills**

Communication studies majors develop skills that are applicable to a wide variety of careers. These skills include:

- Verbal and written communication skills
- Ability to formulate clear and persuasive messages
- Listening, clarifying, questioning and responding skills
- Ability to work well with diverse groups

**Employment**

Common areas of employment for this major include but are not limited to:

- **Government**—public information, campaigns, research, speechwriting
- **Media**—writing, editing, public relations, management
- **Arts and Entertainment**—announcing, writing, managing, development
- **Business**—administration, marketing, human resources, sales, consulting, recruiting
- **Public Relations and Advertising**—corporate public affairs, lobbying
- **Education**—teaching, research, admissions, advising, student affairs, training
- **Nonprofit**—fundraising, programming, management
- **Law**—attorney, mediation and negotiation specialization, and legal research and education

In addition, like many CLA majors, a degree in communication studies can provide a good foundation for students who wish to pursue graduate studies in many different fields.

**How do I declare a communication studies major?**

You will be required to declare a major by the time you have completed 60 credits.

1. **Talk with someone from the department:** an adviser, a professor, or a teaching assistant, to learn more about the major and its requirements.
2. **When you decide upon a communication studies major,** meet with the appropriate person from the department to complete a Major Program form.
3. **Bring a copy of the form to your CLA student community.**
4. **If you decide to change your major,** contact your student community to learn more about your new major’s declaration process.

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**For more information**

**About the communication studies major:**
Undergraduate Advising  
278 Ford Hall  
(612) 624-7036  
http://www.comm.umn.edu/

**About CLA requirements, graduation, and other information about majors:**
CLA Communications and Media Student Community  
B-16 Johnston Hall  
(612) 624-1820  
http://comm.cla.umn.edu  
cam@class.cla.umn.edu

or

CLA Martin Luther King, Jr. Program  
19 Johnston Hall  
(612) 625-2300  
http://www.mlk.umn.edu/  
mlk@class.cla.umn.edu

**About careers, internships, and community learning opportunities in this major and others:**
Career and Community Learning Center  
135 Johnston Hall  
(612) 624-7577  
www.cclc.umn.edu  
cclc@class.cla.umn.edu

**About graduation with honors:**
Students interested in graduating with honors should contact:
CLA Honors Division  
115 Johnston Hall  
(612) 624-5522  
www.cla.umn.edu/honors/  
honors@class.cla.umn.edu

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**Remember!**

You have not declared a major until you have:

- completed a Major Program Form with your major adviser
- filed a copy with the major department
- filed a copy with your CLA student community
- be sure to keep a copy for yourself