

COMMUNICATION STUDIES

The mission of the Communication Studies Department is to encourage and equip students to become competent, creative, and ethical communicators who integrate Eastern University's commitment to faith, reason, and justice into each communication act. We critically explore the communication patterns and technologies through which meaning is co-created. Each Communication Studies student completes a core of 29 hours that focuses on the history, theory, scholarship, and professional practices of the communication discipline. In addition, each student selects one of four concentrations: Interpersonal Communication, Digital Media, Journalism or Strategic Communication.

The Major for the B.A. in Communication Studies

Code	Title	Credit Hours
Core Major Courses (Required of all Concentrations)		
COMM 104	Introduction to Human Communication Relational Communication	3
COMM 105	Introduction to Communication: Mass Media	3
COMM 120	Public Speaking	3
COMM 240	Rhetoric & Persuasion	3
COMM 260	Intercultural Communication	3
COMM 280	Introduction to Communication Theory	3
COMM 285	Introduction to Communication Research Methods	3
COMM 480W	Senior Seminar	3
COMM 495	Internship	2
Total Credit Hours		26

The Minor In Communication Studies

Code	Title	Credit Hours
COMM 104	Introduction to Human Communication Relational Communication	3
COMM 105	Introduction to Communication: Mass Media	3
COMM 120	Public Speaking	3
COMM 280	Introduction to Communication Theory	3
Select two (2) Communication Studies electives ¹		6
Total Credit Hours		18

¹ May substitute one of the following as an elective: ENGL 245W Introduction to Creative Writing, ENGL 340 Advanced Writing: Essay-ENGL 344 Advanced Writing: Short Fiction, MKTG 202 Principles of Marketing, MKTG 303 Consumer Behavior, MKTG 305 Principles of Sales Management, or ENTR 315 Entrepreneurial Sales & Marketing.

The Minor In Journalism

Code	Title	Credit Hours
COMM 105	Introduction to Communication: Mass Media	3
COMM 215	Writing for the Media	3
COMM 225	Journalism Fundamentals	3
COMM 235	College Newspaper Practicum	3

Select two of the following:	6
COMM 221	Public Relations
COMM 240	Rhetoric & Persuasion
COMM 320	Media and Culture
COMM 331	Social Media in Organizations
COMM 361	Digital Media Production
ENGL 340	Advanced Writing: Essay
COMM 495	Internship
or ENGL 495 Internship	

Total Credit Hours 18

Interpersonal Communication Concentration

Code	Title	Credit Hours
COMM 201	Interpersonal Communication	3
COMM 203	Group Communication & Leadership	3
COMM 303	Organizational Communication	3
COMM 340	Conflict Management	3
Select two (2) Communication Studies electives ¹		6
Total Credit Hours		18

¹ COMM 331 Social Media in Organizations recommended

Digital Media Concentration

Code	Title	Credit Hours
COMM 215	Writing for the Media	3
COMM 220	The Art of Film	3
or COMM 300	Pop Culture & Public Influence	
COMM 320	Media and Culture	3
COMM 361	Digital Media Production	3
Select two (2) Communication Studies electives ¹		6
Total Credit Hours		18

¹ May substitute ENGL 342 Advanced Writing: Drama, MKTG 202 Principles of Marketing, or ENTR 315 Entrepreneurial Sales & Marketing for one elective.

Strategic Communication Concentration

Code	Title	Credit Hours
COMM 215	Writing for the Media	3
COMM 221	Public Relations	3
COMM 303	Organizational Communication	3
COMM 331	Social Media in Organizations	3
or COMM 225	Journalism Fundamentals	
Select two (2) Communication Studies electives ¹		6
Total Credit Hours		18

¹ May substitute MKTG 202 Principles of Marketing, MKTG 303 Consumer Behavior, or ENTR 315 Entrepreneurial Sales & Marketing for one elective.

Journalism Concentration

Code	Title	Credit Hours
COMM 215	Writing for the Media	3
COMM 225	Journalism Fundamentals	3
COMM 235	College Newspaper Practicum	3
COMM 361	Digital Media Production	3
Select two (2) Communication Studies electives ¹		6
Total Credit Hours		18

¹ May substitute ENGL 340 Advanced Writing: Essay or ENGL 317 Writing for Publication for one course.