

# BACHELOR OF ARTS IN COMMUNICATION STUDIES, PERSUASION TRACK

## Overview

Our Persuasion Track is designed for students interested in careers that involve a great deal of personal interaction and influence. Courses of instruction will deepen your understanding of argumentation, persuasive techniques, public speaking, and help you improve your knowledge and skills in intercultural and social media contexts.

Courses on this track include the core communication courses as well as intercultural communication, presentational speaking, interviewing, argumentation, persuasion, social media campaigns, and new communication media. Classes in presentational speaking, argumentation, and persuasion will develop your public speaking skills beyond the basic skills learned in CMST 1545. Social media and new communication media will prepare you for advancements in communication specifically related to the use of new media for persuasion.

In addition to learning how to present ideas effectively in person-to-person and mediated contexts, students also learn skills relevant to persuading people and developing arguments, which will prove to be essential in careers in sales, customer service/relations, marketing and/or advertising. In intercultural communication, students will learn how to effectively adapt to culturally diverse audiences when preparing and delivering persuasive messages.

This degree prepares students for several career paths (see below), but also leads students to advanced areas of study. For example, graduate study in communication will prepare you for a life of research and teaching in areas such as argumentation (and debate), persuasion, and public speaking. Students who choose this track are often prepared for a Master’s in Business Communication (MBA). The MBA, coupled with a B.A. degree in communication studies with an emphasis on persuasion, is useful in many industries, especially the corporate setting. The persuasion track will prepare you for law school, or for public service in government and politics. Other students may choose this track in preparation for divinity school which, in turn, can lead to a career as a religious leader. Additionally, students who earn a communication degree with an emphasis on persuasive skills are qualified for many sales and marketing positions.

## Possible Careers

- Speech Writer
- Political Consultant
- Political Debate Coach
- Political Analyst
- Public Relations
- Advertising
- Lobbyist
- Commentator
- Consumer Advocate
- Press Secretary
- Book Publicist
- Campaign Manager
- Community Relations
- Ministry
- Legislator
- Motivational Speaker
- Account Representative
- Communication Consultant

- Forensics Coach
- Fundraiser
- Spokesperson
- Lawyer
- Business-to-Business Sales

## Complementary Minors

- Political Science
- Journalism
- Marketing
- Advertising/Pubic Relations
- Psychology
- Criminal Justice
- Human Geography
- Nonprofit Leadership
- Social Institutions
- Public Administration
- Telecommunication Studies
- Foreign Affairs

Students majoring in communication studies must successfully complete all core courses and one of the specified tracks for a total of 39 semester hours in CMST. Students must complete 18 credits of 3000- and 4000-level courses in the CMST major. Students must also complete all requirements for a Bachelor of Arts degree, including the completion of an approved academic minor.

COURSE	TITLE	S.H.
<b>General Education Requirements</b>		
Core Competencies		12
ENGL 1550	Writing 1	
ENGL 1551	Writing 2	
CMST 1545	Communication Foundations	
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		
Arts and Humanities		6
Natural Science		7
Social Science		6
Social and Personal Awareness		6
General Education Elective or First Year Experience Course (e.g., CCAC 1500)		3
Foreign Language 1550		4
Foreign Language 2600		4
<b>Major Requirements</b>		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2655	Communication in Groups and Organizations	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Designing Communication Research	3
CMST 4899	Senior Project	3
<b>Persuasion Track</b>		
CMST 2610	Intercultural Communication	3
CMST 2645	Presentational Speaking	3
CMST 3754	Argumentation	3
CMST 3756	Interviewing	3
CMST 4850	Social Media Campaigns	3
CMST 4851	New Communication Media	3
CMST 5860	Persuasion and New Media	3
<b>Minor Requirements (note that some minors require more than 18 credits)</b>		18

<b>Electives (note that students must complete 48 hours of upper division courses; 37xx and above)</b>	15
<b>Total Semester Hours</b>	<b>120</b>
<b>Course</b>	<b>Title</b>
<b>Year 1</b>	<b>S.H.</b>
<b>Fall</b>	
CMST 1545	Communication Foundations
ENGL 1550	Writing 1
MATH XXXX	Approved General Education
AH XXXX	Arts & Humanities
NS XXXX	Natural Science GER + lab
<b>Semester Hours</b>	<b>16</b>
<b>Spring</b>	
CMST 2600	Communication Theory
CMST 2630	Social Media Literacy
CMST 2656	Interpersonal Communication
ENGL 1551	Writing 2
SPA XXXX	GER Social & Personal Awareness
<b>Semester Hours</b>	<b>15</b>
<b>Year 2</b>	
<b>Fall</b>	
CMST 2655	Communication in Groups and Organizations
CMST 2645	Presentational Speaking
SPA XXXX	GER Social & Personal Awareness
NS XXXX	GER Natural Science
FNLG 1550	Elementary Foreign Language
<b>Semester Hours</b>	<b>16</b>
<b>Spring</b>	
CMST 2610	Intercultural Communication
Minor Course	
AH XXXX	GER Arts & Humanities
SS XXXX	GER Social Sciences
FNLG 2600	Intermediate Foreign Language
<b>Semester Hours</b>	<b>16</b>
<b>Year 3</b>	
<b>Fall</b>	
CMST 3700	Designing Communication Research
Minor course	
Upper-division Minor course	
SS XXXX	GER Social Sciences
Upper-division General Elective	
<b>Semester Hours</b>	<b>15</b>
<b>Spring</b>	
CMST 3754	Argumentation
CMST 3756	Interviewing
Upper-division Minor course	
GER XXXX	General Education Elective
Upper-division General Elective	
<b>Semester Hours</b>	<b>15</b>
<b>Year 4</b>	
<b>Fall</b>	
CMST 4850	Social Media Campaigns
CMST 4851	New Communication Media
Upper-division Minor course	
Upper-division General Elective	

Upper-division General Elective	3
<b>Semester Hours</b>	<b>15</b>
<b>Spring</b>	
CMST 4899	Senior Project
CMST 5860	Persuasion and New Media
Upper-division Minor course	
Upper-division General Elective	
<b>Semester Hours</b>	<b>12</b>
<b>Total Semester Hours</b>	<b>120</b>

## LEARNING OUTCOMES

Regardless of track, students graduating with a B.A. degree in communication studies will:

- differentiate between key theories and concepts in communication
- find, interpret, evaluate, and synthesize academic research in communication studies
- demonstrate verbal and nonverbal competence

Students completing their degree in communication studies are uniquely qualified to enter the job market and compete effectively throughout their careers for advancement and promotion.

Through course offerings and applied learning experiences, the communication studies program combines a rich liberal arts emphasis with a much needed specialized professional and career focus for undergraduate students.