

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/Public 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.
General Education Requirements		
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
Major Requirements		
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
Persuasion Track		
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
Minor Requirements (note that some minors require more than 18 credits)		18

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

Spring

CMST 4899 Senior Project	3
CMST 5860 Persuasion and New Media	3
Upper-division Minor course	3
Upper-division General Elective	3
Semester Hours	12
Total Semester Hours	120

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.