

# BACHELOR OF ARTS IN COMMUNICATION STUDIES, INTERPERSONAL/ ORGANIZATIONAL TRACK

## Overview

Our combination of interpersonal and organizational courses provides students with practical skills relevant to traditional and emerging workplace settings as well as personal skills that employers value highly.

Interpersonal communication courses introduce one-to-one communication behaviors and the impact of those behaviors on personal relationships. Through a blend of theory and practice, students are encouraged to develop confidence and ability as ethical communicators; to view communication events from multiple perspectives; to understand the multicultural character of communication in contemporary society; to analyze and evaluate variables operating in verbal transactions; and to probe the basic problems of human communication in order to understand self, others, and events.

The organizational communication courses enable you to not only increase your understanding of communication and its impact on complex organizations, but also to enhance your effectiveness as a member of various organizations. Organizational communication courses within this track focus on a plethora of skills which will allow you to hone your abilities as a communicator in the business context and guide you through society's changing career demands.

This track includes skills you will need for success in various interviewing scenarios. By learning employee, performance and persuasive interviewing skills, you will be more adept at seeking the proper job, meeting a client's needs, and performing more effectively within an organization. Enacting problem-solving techniques, adapting to different conflict management styles, learning group member roles, trying on different leadership styles, recognizing and adapting to changing organizational cultures, and learning about effective superior-subordinate communication styles are but a few of the skills you will acquire which will also enhance the success of both you and your organization in classes such as organizational cultures (CMST 4859) and conflict management and negotiation (CMST 5852). Organizational communication courses provide you with an abundance of applicable skills which will transcend the various positions, stages of employment, and organizational types you may experience in today's dynamic job market.

This track also includes courses which will expand your interpersonal skills. These courses include intercultural communication (CMST 2610) and gender communication (CMST 3750). Intercultural communication focuses on the application of theory and research about intercultural communication to provide you with an intellectual framework that allows the description and understanding of communication between culturally heterogeneous individuals. It also helps you to develop communication skills that improve competence in intercultural communication situations. In the gender communication course, you will learn concepts and issues of femininity and masculinity as they apply to communication between and among genders in a variety of contexts.

## Possible Careers

- Human resource specialist
- Graduate programs (masters, doctoral degree)
- Training and development specialist
- Internal communication specialist
- Organizational training & development
- Labor negotiator/recruiter

- Section/branch manager
- Regional manager
- Store manager
- Product buyer
- Community affairs coordinator
- Government affairs coordinator
- Account representative
- Retail salesperson
- Real estate salesperson
- Insurance salesperson
- Career development specialist
- Business analyst
- Corporate communications manager
- Student advising/recruitment

## Complementary Minors

- Accounting
- Business
- Languages
- General Sociology
- Human Geography
- Human Resources
- Social Work
- Loss Prevention & Asset Protection
- Management Information Systems
- Nonprofit Leadership
- Professional Ethics
- Psychology
- Social Institutions

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		
ENGL 1550	Writing 1	3-4
	or ENGL 1549	Writing 1 with Support
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		3
Knowledge Domains		
Arts and Humanities (6 s.h.)		6
Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)		7
Social Science (6 s.h.)		6
Social and Personal Awareness (6 s.h.)		6
First Year Experience Course (CCAC 1500) or Gen Ed elective if needed		3
<b>Foreign Language Requirement</b>		
FNLG 1550	Elementary Foreign Language	4
FNLG 2600	Intermediate Foreign Language	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	Minor Course	3	
CMST 4899	Senior Project	3	Upper-division General Elective	3	
<b>Interpersonal/Organizational Track</b>			Upper-division General Elective	3	
CMST 2610	Intercultural Communication	3	Semester Hours		
CMST 3750	Gender Communication	3	<b>Year 4</b>		
CMST 3756	Interviewing	3	<b>Fall</b>		
CMST 4850	Social Media Campaigns	3	CMST 4850	Social Media Campaigns	3
CMST 4855	Interpersonal Communication Relationships	3	CMST 4859	Organizational Cultures	3
CMST 4859	Organizational Cultures	3	Upper-division Minor course		3
CMST 5852	Conflict Management and Negotiation	3	Upper-division General Elective		3
<b>Electives (note that students must complete 48 hours of upper division courses; 37xx and above)</b>			Semester Hours		12
<b>Minor Requirements (note that some minors require more than 18 credits)</b>			Semester Hours		15
Total Semester Hours					120-121
<b>Year 1</b>					
<b>Fall</b>					
CMST 1545	Communication Foundations	3	S.H.		
ENGL 1550	Writing 1	3-4			
	or ENGL 1549	or Writing 1 with Support			
MATH XXXX Approved General Education			3		
AH XXXX GER Arts & Humanities			3		
NS XXXX Natural Science GER + lab			4		
Semester Hours			16-17		
<b>Spring</b>					
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		
<b>Year 2</b>					
<b>Fall</b>					
CMST 2655	Communication in Groups and Organizations	3			
Minor Course			3		
SPA XXXX GER Social & Personal Awareness			3		
NS XXXX GER Natural Science			3		
FNLG 1550	Elementary Foreign Language	4			
Semester Hours			16		
<b>Spring</b>					
CMST 2610	Intercultural Communication	3			
Minor Course			3		
AH XXXX Arts & Humanities GER			3		
SS XXXX Social Sciences GER			3		
FNLG 2600	Intermediate Foreign Language	4			
Semester Hours			16		
<b>Year 3</b>					
<b>Fall</b>					
CMST 3700	Designing Communication Research	3			
CMST 3750	Gender Communication	3			
Minor Course			3		
SS XXXX GER Social Sciences			3		
Upper-division General Elective			3		
Semester Hours			15		
<b>Spring</b>					
CMST 3756	Interviewing	3			
CMST 4855	Interpersonal Communication Relationships	3			

## 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.