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 presentation 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.

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>S.H.</th>
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</thead>
<tbody>
<tr>
<td>YSU 1500</td>
<td>Success Seminar</td>
<td>1-2</td>
</tr>
<tr>
<td>or SS 1500</td>
<td>Strong Start Success Seminar</td>
<td></td>
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<tr>
<td>or HONR 1500</td>
<td>Intro to Honors</td>
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General Education Requirements

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
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<tbody>
<tr>
<td>ENGL 1550</td>
<td>Writing 1</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1549</td>
<td>Writing 1 with Support</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1551</td>
<td>Writing 2</td>
<td>3</td>
</tr>
<tr>
<td>CMST 1545</td>
<td>Communication Foundations</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics Requirement (e.g., MATH 2623, STAT 2625)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Arts and Humanities (6 s.h.)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)</td>
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<td>7</td>
</tr>
<tr>
<td>Social Science (6 s.h.)</td>
<td></td>
<td>6</td>
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<tr>
<td>Social and Personal Awareness (6 s.h.)</td>
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Foreign Language Requirement

<table>
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<tr>
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<tbody>
<tr>
<td>Foreign Language 1550</td>
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<tr>
<td>Foreign Language 2600</td>
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Major Requirements

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<tr>
<th>COURSE</th>
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<tbody>
<tr>
<td>CMST 2500</td>
<td>Communication Theory</td>
<td>3</td>
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<tr>
<td>CMST 2630</td>
<td>Social Media Literacy</td>
<td>3</td>
</tr>
<tr>
<td>CMST 2655</td>
<td>Communication in Groups and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>CMST 2656</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMST 3700</td>
<td>Designing Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>CMST 4899</td>
<td>Senior Project</td>
<td>3</td>
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Persuasion Track

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<tr>
<th>COURSE</th>
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<tbody>
<tr>
<td>CMST 2610</td>
<td>Intercultural Communication</td>
<td>3</td>
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<tr>
<td>CMST 3746</td>
<td>Presentational Speaking</td>
<td>3</td>
</tr>
<tr>
<td>CMST 3754</td>
<td>Argumentation</td>
<td>3</td>
</tr>
<tr>
<td>CMST 3756</td>
<td>Interviewing</td>
<td>3</td>
</tr>
<tr>
<td>CMST 4850</td>
<td>Social Media Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>CMST 4851</td>
<td>New Communication Media</td>
<td>3</td>
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Bachelor of Arts in Communication Studies, Persuasion Track

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 39 hours of upper division courses; 37xx and above) 17

Total Semester Hours 120-122

Year 1

Fall
YSU 1500 Success Seminar 1-2
or SS 1500 or Strong Start Success Seminar
or HONR 1500 or Intro to Honors
CMST 1545 Communication Foundations 3
ENGL 1550 Writing 1 3-4
or ENGL 1549 or Writing 1 with Support
MATH 2623 Quantitative Reasoning 3
Natural Science GER + lab 4

Semester Hours 14-16

Spring
CMST 2600 Communication Theory 3
CMST 2630 Social Media Literacy 3
CMST 2656 Interpersonal Communication 3
ENGL 1551 Writing 2 3
GER Social & Personal Awareness 3

Semester Hours 15

Year 2

Fall
CMST 2655 Communication in Groups and Organizations 3
CMST 3746 Presentational Speaking 3
GER Social & Personal Awareness 3
GER Natural Science 3
FNGL 1550 Elementary Foreign Language 4

Semester Hours 16

Spring
CMST 2610 Intercultural Communication 3
Minor Course 3
GER Arts & Humanities 3
GER Social Sciences 3
FNGL 2600 Intermediate Foreign Language 4

Semester Hours 16

Year 3

Fall
CMST 3700 Designing Communication Research 3
Minor course 3
GER Arts & Humanities 3
GER Social Sciences 3
Upper-division General Elective 3

Semester Hours 15

Spring
CMST 3754 Argumentation 3
CMST 3756 Interviewing 3
Minor course 3
Upper Division General 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
General Elective 2

Semester Hours 14

Spring
CMST 4899 Senior Project 3
CMST 5860 Persuasion and New Media 3
Upper Division Minor course 3
Upper Division Minor Course 3
General Elective 3

Semester Hours 15

Total Semester Hours 120-122

LEARNING OUTCOMES

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

1. Students graduating with a B.A. degree in Communication Studies will interpret, evaluate, and apply communication scholarship.
2. Students graduating with a B.A. degree in Communication Studies will perform verbal and nonverbal behaviors that illustrate self-efficacy.
3. Students graduating with a B.A. degree in Communication Studies will demonstrate communication expertise in their career development.
4. Students graduating with a B.A. degree in Communication Studies will identify communication theories, perspectives, principles, and concepts.

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.