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 communicate 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.

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<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
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<tbody>
<tr>
<td>ENGL 1550</td>
<td>Writing 1</td>
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<tr>
<td>ENGL 1551</td>
<td>Writing 2</td>
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<td>CMST 1545</td>
<td>Communication Foundations</td>
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<tr>
<td>CMST 2610</td>
<td>Intercultural Communication</td>
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<td>CMST 2650</td>
<td>Communication Theory</td>
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<tr>
<td>CMST 2653</td>
<td>Social Media Literacy</td>
<td>3</td>
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<tr>
<td>CMST 2655</td>
<td>Communication in Groups and Organizations</td>
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<td>CMST 2656</td>
<td>Interpersonal Communication</td>
<td>3</td>
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<tr>
<td>CMST 3700</td>
<td>Designing Communication Research</td>
<td>3</td>
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<tr>
<td>CMST 4899</td>
<td>Senior Project</td>
<td>3</td>
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Bachelor of Arts in Communication Studies, Interpersonal/Organizational Track

Interpersonal/Organizational Track

- CMST 2610 Intercultural Communication 3
- CMST 3750 Gender Communication 3
- CMST 3756 Interviewing 3
- CMST 4850 Social Media Campaigns 3
- CMST 4855 Interpersonal Communication Relationships 3
- CMST 4859 Organizational Cultures 3
- CMST 5852 Conflict Management and Negotiation 3

Electives (note that students must complete 48 hours of upper division courses; 37xx and above) 15

Minor Requirements (note that some minors require more than 18 credits) 18

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 GER 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
- 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

Spring
- 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

Year 3

Fall
- 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

Spring
- CMST 3756 Interviewing 3
- CMST 4855 Interpersonal Communication Relationships 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 4859 Organizational Cultures 3
- Upper-division Minor course 3
- Upper-division General Elective 3
  Semester Hours 15

Spring
- CMST 4899 Senior Project 3
- CMST 5852 Conflict Management and Negotiation 3
- Upper-division Minor course 3
- Upper-division General Elective 3
  Semester Hours 15

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.