Communication Studies, B.A.

Learning Outcomes
Students will learn:

- foundational knowledge in communication studies;
- contextual knowledge in at least one of the following communication contexts—interpersonal communication, media studies, or rhetorical studies; and
- written and oral skills in discussing communication questions.

Requirements

The Bachelor of Arts with a major in communication studies requires a minimum of 120 s.h., including at least 39 s.h. of work for the major. Students must maintain a g.p.a. of at least 2.00 in all courses for the major and in all UI courses for the major. They also must complete the College of Liberal Arts and Sciences GE CLAS Core.

The curriculum is designed to encourage learning that progresses from foundation courses that teach the basics of communication to intermediate and advanced (capstone) courses. Students may choose to build creative combinations of course work that suit their individual learning and career goals.

Students may count up to 56 s.h. of Department of Communication Studies course work (prefix COMM) toward credit required for the Bachelor of Arts degree. Transfer courses may be applied toward the requirements of the major, with the department's approval. A maximum of 15 s.h. of transfer credit may be counted toward the major.

Students work with the communication studies academic advisor to develop study plans that meet the requirements of the major. Students may check their progress toward the degree on MyUI.

First-year students interested in completing a major in communication studies are advised at the Academic Advising Center. Students who have earned 24 s.h. or more and have declared the communication studies major are advised in the department by the communication studies academic advisor.

Students are encouraged to discuss their career goals and interests with faculty members.

Communication studies majors may count up to 6 s.h. of course work used to satisfy their major toward the Certificate in Media Entrepreneurialism.

The semester hours required for the major consist of foundation courses, intermediate courses, a capstone course, and additional course work which may be earned in courses listed under "Intermediate Courses," "Capstone Experience," and/or "Additional Courses," below. Students may not use a course to satisfy more than one requirement of the major.

The B.A. with a major in communication studies requires the following course work:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:1305</td>
<td>Understanding Communication: Social Scientific Approaches</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1306</td>
<td>Understanding Communication: Humanistic Approaches</td>
<td>3</td>
</tr>
</tbody>
</table>

Intermediate Courses

Intermediate courses (those numbered 1800-2799) cover detailed aspects of the study of communication. Students must complete four intermediate courses (12 s.h.), usually during their third and fourth years of study.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:1809</td>
<td>Social Marketing Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1814</td>
<td>Elements of Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1816</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1818</td>
<td>Communication Skills for Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1819</td>
<td>Organizational Leadership</td>
<td>2-3</td>
</tr>
<tr>
<td>COMM:1830</td>
<td>Solving Public Problems: Dialogue and Deliberation for Democracy</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1840</td>
<td>Television Studio Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1845</td>
<td>Short-Form Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1898</td>
<td>Introduction to Latina/o/x Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2010</td>
<td>Communication and Organizational Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2011</td>
<td>Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2040</td>
<td>Communication and Conflict</td>
<td>3</td>
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</tbody>
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Additional Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM:1112</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>or COMM:1170</td>
<td>Communication Theory in Everyday Life</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1117</td>
<td>Theory and Practice of Argument</td>
<td>3-4</td>
</tr>
<tr>
<td>or COMM:1130</td>
<td>The Art of Persuading Others</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1168</td>
<td>Media, Music, and Culture</td>
<td>3</td>
</tr>
<tr>
<td>or COMM:1174</td>
<td>Media and Society</td>
<td>3</td>
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</table>

Total Hours

39-40

Foundations of Communication

Foundation courses cover introductory concepts in the field of communication. Students must complete five foundation courses (15-16 s.h.) and should take them early in their studies. The following foundation courses are appropriate for first- or second-year students. They do not require a minimum grade-point average for enrollment and most do not have prerequisites. Students complete the first three foundation courses as follows.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>COMM:1809</td>
<td>Social Marketing Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1814</td>
<td>Elements of Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1816</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1818</td>
<td>Communication Skills for Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1819</td>
<td>Organizational Leadership</td>
<td>2-3</td>
</tr>
<tr>
<td>COMM:1830</td>
<td>Solving Public Problems: Dialogue and Deliberation for Democracy</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1840</td>
<td>Television Studio Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1845</td>
<td>Short-Form Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1898</td>
<td>Introduction to Latina/o/x Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2010</td>
<td>Communication and Organizational Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2011</td>
<td>Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2040</td>
<td>Communication and Conflict</td>
<td>3</td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Hours</td>
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<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>COMM:2041</td>
<td>Gender, Communication, and Culture</td>
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<tr>
<td>COMM:2042</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2044</td>
<td>Political Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2045</td>
<td>Gender, Sexuality, and Space</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2048</td>
<td>Transforming Media: From Telegraph to Internet</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2051</td>
<td>Politics of Popular Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2052</td>
<td>Latin American Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2053</td>
<td>Secrets, Confidences, and Lies: Privacy Management in Interpersonal Relationships</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2054</td>
<td>Movements, Protest, Resistance</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2057</td>
<td>Introduction to Computer-Mediated Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2060</td>
<td>Public Relations, Publicity Stunts, and Pranks</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2064</td>
<td>Media, Advertising, and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2065</td>
<td>Television Criticism</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2069</td>
<td>Black Television Culture</td>
<td>3</td>
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<tr>
<td>COMM:2070</td>
<td>Social Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2075</td>
<td>Gender, Sexuality, and Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2076</td>
<td>Race, Ethnicity, and Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2077</td>
<td>Writing and Producing Television</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2079</td>
<td>Digital Media and Religion</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2080</td>
<td>Public Life in the U.S.: Religion and Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2085</td>
<td>Media Industries and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2086</td>
<td>Global Media Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2087</td>
<td>Copyright Controversies</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2088</td>
<td>Media and Democracy</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2089</td>
<td>Nonverbal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2090</td>
<td>Topics in Communication Studies</td>
<td>3</td>
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<tr>
<td>COMM:2091</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2248</td>
<td>The Invention of Writing: From Cuneiform to Computers</td>
<td>3</td>
</tr>
<tr>
<td>COMM:3600</td>
<td>Issues in Rhetoric and Culture: Crafting Online Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4100</td>
<td>Developing Leadership</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4131</td>
<td>Globalization and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4140</td>
<td>Communication and Relationships</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4145</td>
<td>Argument and Law</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4146</td>
<td>Corporate Advocacy and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4147</td>
<td>Family Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4153</td>
<td>Magic Machines: Technology and Social Change</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4157</td>
<td>Advanced Topics in Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4163</td>
<td>The Dark Side of Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4164</td>
<td>Life Happens. Don't Worry About It: The Communication of Social Support</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4165</td>
<td>Criticism and Public Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4166</td>
<td>Life-Span Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4168</td>
<td>Rhetoric of the Body</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4169</td>
<td>Feminist Rhetorics</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4170</td>
<td>Theories of Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4172</td>
<td>Television and African American Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4173</td>
<td>Social Media, Culture, and Politics</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4174</td>
<td>Communication, Technology, and National Security</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4176</td>
<td>Advanced Relational Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4181</td>
<td>Legal Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:4183</td>
<td>Networking America: The Cultural History of Broadcasting</td>
<td>3</td>
</tr>
</tbody>
</table>

### Additional Courses

Students earn an additional 9 s.h. to complete at least 39 s.h. in communication studies courses required for the major. They may choose from the courses listed below and/or from the lists of intermediate and capstone experience courses above. However, students may not use one course to fulfill more than one requirement for the major, so in selecting the additional 9 s.h. of course work, they may not choose a course they already used to fulfill the intermediate or capstone experience course requirement.

All of the courses listed below, except COMM:2800, have prerequisites, a minimum grade-point average, or other requirements for enrollment.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:2800</td>
<td>Introduction to Latin American Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2813</td>
<td>Practicum in Debate</td>
<td>1</td>
</tr>
<tr>
<td>COMM:2821</td>
<td>Oral Interpretation</td>
<td>3</td>
</tr>
<tr>
<td>COMM:2828</td>
<td>Experiential Learning in Communication Studies</td>
<td>1-3</td>
</tr>
</tbody>
</table>

### Capstone Experience

Capstone courses (those numbered 3000-4999) provide a faculty-led experience in which students participate directly in producing knowledge, research, or creative work about communication. The capstone experience gives students a chance to synthesize what they have learned about the study of communication. Students must complete one capstone course (3 s.h.).

In order to enroll in a capstone course, students must have completed at least four of the five foundation courses and at least two intermediate courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:3360</td>
<td>Religion Beyond Reason: Emotion and Communication</td>
<td>3</td>
</tr>
</tbody>
</table>
Internships

Internships enable students to supplement their course work with professional experiences relevant to careers in communication-related fields. The department's internship program is open only to communication studies majors.

To earn academic credit for internships, students must obtain approval for their internship experience and site before they register for COMM:2828 Experiential Learning in Communication Studies. Internship academic credit is awarded for an analytical paper and daily log submitted at the end of the internship and for the number of hours worked. Internships can be completed during fall semester, spring semester, or summer session.

Visit the department's website for information on communication studies internships.

Honors in the Major

Students majoring in communication studies have the opportunity to graduate with honors in the major. Students interested in honors in the major should consult the honors advisor as early as possible in their undergraduate career, and work with a faculty member to supervise their honors projects. They must maintain a cumulative University of Iowa g.p.a. of at least 3.33 and may be required to complete COMM:2899 Honors Thesis, depending on their specific project.

Through the Global Engagement, Research, Outreach, and Work Experience (GROW) in Communication Studies initiative, there are a variety of options for honors in the major. Honors students must complete at least two authorized GROW activities and participate in a poster session.

Honors students may add an honors designation to a departmental course by completing an agreement with the course instructor.

Learn more about graduating with honors in the major; visit Honors on the department's website.

University of Iowa Honors Program

In addition to honors in the major, students have opportunities for honors study and activities through membership in the University of Iowa Honors Program. Visit Honors at Iowa to learn about the University of Iowa Honors Program.

Membership in the UI Honors Program is not required to earn honors in the communication studies major.

Academic Plans

Four-Year Graduation Plan

The following checkpoints list the minimum requirements students must complete by certain semesters in order to stay on the University's Four-Year Graduation Plan. Students should consult the department for details.

Before the fifth semester begins: at least two courses in the major

Before the seventh semester begins: at least six courses in the major and at least 90 s.h. earned toward the degree

Before the eighth semester begins: at least eight courses in the major

During the eighth semester: enrollment in all remaining course work in the major, all remaining GE CLAS Core courses, and a sufficient number of semester hours to graduate

Iowa Degree in Three

University of Iowa majors who are strongly motivated can graduate with a degree in three years under the Iowa Degree in Three. The program is available to students who can complete more semester hours each term than they would on the Four-Year Graduation Plan.

Students sign an agreement during their first semester of enrollment; meet with an advisor at least once a semester to review their plans and progress; take courses during summer sessions, if necessary; meet specific course checkpoints; and maintain the grade-point average required for the major.

Students are allowed to bring Advanced Placement (AP), College Level Examination Program (CLEP), or transfer credit upon admission to reduce the number of semester hours required for their degree. They should consult their advisor about the program.

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

Communication Studies, B.A.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:1174</td>
<td>Media and Society or Media, Music, and Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1168</td>
<td>Media and Society or Media, Music, and Culture</td>
<td>3</td>
</tr>
<tr>
<td>RHET:1030</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>ENGL:1200</td>
<td>Literary, Visual, and Performing Arts</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>CSU:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Hours</td>
<td>14-15</td>
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Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>COMM:1117</td>
<td>Theory and Practice of Argument a, c, f</td>
<td>4</td>
</tr>
<tr>
<td>COMM:1170</td>
<td>Communication Theory in Everyday Life a, c, f</td>
<td>3</td>
</tr>
<tr>
<td>ENGL:1200</td>
<td>The Interpretation of Literature or Rhetoric</td>
<td>3 - 4</td>
</tr>
<tr>
<td>RHET:1030</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>GE CLAS Core: Historical Perspectives d</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td></td>
<td>2</td>
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<td></td>
<td>Hours</td>
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## Second Year

### Fall

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:1305</td>
<td>Understanding Communication: Social Scientific Approaches</td>
<td>3</td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences with Lab</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Values and Culture</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages First Level</td>
<td>4 - 5</td>
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### Hours
14-15

### Spring

<table>
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<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMM:1306</td>
<td>Understanding Communication: Humanistic Approaches</td>
<td>3</td>
</tr>
<tr>
<td>Major: intermediate-level communications studies course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Natural Sciences without Lab</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Quantitative or Formal Reasoning</td>
<td>3</td>
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### Hours
16-17

## Third Year

### Fall

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:1898</td>
<td>Introduction to Latina/o/x Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>Major: intermediate-level communications studies course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: International and Global Issues</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
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### Hours
16-17

### Spring

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major: intermediate-level communications studies course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Diversity and Inclusion</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Fourth Level</td>
<td>4 - 5</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Social Sciences</td>
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</table>

### Hours
16-17

## Fourth Year

### Fall

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major: capstone-level communication studies course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: elective communication studies course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
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</tbody>
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### Hours
15

### Spring

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>Major: elective communication studies course</td>
<td>3</td>
<td></td>
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<tr>
<td>Major: elective communication studies course</td>
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<td>Elective course</td>
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</tbody>
</table>

### Hours
15

### Total Hours
121-127

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- **a** Students should take foundation courses early in their studies. Foundation courses are appropriate for first- or second-year students.

- **b** Typically COMM:1174 is offered in fall semesters only and COMM:1168 is offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.

- **c** Fulfills a major requirement and may fulfill a GE requirement.

- **d** GE CLAS Core courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.

- **e** Students may use elective courses to earn credit towards the total s.h. required for graduation or to complete a double major, minors, or certificates.

- **f** Typically this course is offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.

- **g** Typically this course is offered in fall semesters only. Check MyUI for course availability since offerings are subject to change.

- **h** Students who have previously completed COMM:1174 have already satisfied the GE CLAS Core Values and Culture requirement.

- **i** Students who have completed four years of a single language in high school have satisfied the GE CLAS Core World Languages requirement. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course.

- **j** Students who have previously completed COMM:1117 have already satisfied the GE CLAS Core Quantitative or Formal Reasoning requirement.

- **k** Students who have previously completed COMM:1898 have already satisfied the GE CLAS Core Diversity and Inclusion requirement.

- **l** Students who have previously completed COMM:1170 or COMM:1174 have already satisfied the GE CLAS Core Social Sciences requirement.

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### Career Advancement

Communication studies graduates have numerous career options. The major provides solid preparation for employment in almost any job that requires effective critical thinking and communication skills. Graduates find work in fields such as the arts, entertainment, and media industries; consulting; sales and marketing; human resources; and public advocacy. The Pomerantz Career Center offers multiple resources to help students find internships and jobs.