Communication Studies, B.A.

Learning Outcomes
Graduating communication studies majors will be able to:

- explain the significance of the communicative process (sender-message-receiver) across personal, familial, organizational, civic, and mediated contexts;
- demonstrate effective written, oral, and/or digital communication skills;
- conduct and summarize research from a wide range of sources;
- use the tools of communication research (textual criticism, survey research, focus group research, experimentation, institutional analysis, and historical research) to examine original questions in communication studies;
- articulate how major categories of human experience (race, gender, sexuality, community, nation, etc.) get produced, maintained, and transformed through communicative practices; and
- apply and reflect upon the skills and theories of communication in work, volunteering, and community contexts.

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 coursework that suit their individual learning and career goals.

Students may count up to 56 s.h. of Department of Communication Studies coursework (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 advisors 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 advisors.

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

Communication studies majors may count up to 6 s.h. of coursework used to satisfy their major toward the Certificate in Media Entrepreneurialism, the Certificate in Event Planning, or the minor in religion and media.

The semester hours required for the major consist of foundation courses, intermediate courses, a capstone course, and additional coursework 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 coursework.

### 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>
</tr>
</thead>
<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></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></td>
</tr>
<tr>
<td>COMM:1168</td>
<td>Music and Social Change</td>
<td>3</td>
</tr>
<tr>
<td>or COMM:1174</td>
<td>Media and Society</td>
<td></td>
</tr>
</tbody>
</table>

The fourth and fifth foundation courses are appropriate for first- or second-year students.

<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>At least four of these:</td>
<td></td>
<td></td>
</tr>
<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>3</td>
</tr>
</tbody>
</table>
COMM:1830 Communication Skills for Community Engagement 3
COMM:1840 Introduction to Media Production 3
COMM:1845 Short-Form Media Production 3
COMM:1898 Introduction to Latina/o/x Communication and Culture 3
COMM:2010 Communication and Organizational Culture 3
COMM:2011 Group Communication 3
COMM:2030 Sexual Communication in Personal Relationships 3
COMM:2040 Communication and Conflict 3
COMM:2041 Gender, Communication, and Culture 3
COMM:2042 Intercultural Communication 3
COMM:2044 Political Communication 3
COMM:2045 Gender, Sexuality, and Space 3
COMM:2048 Transforming Media: From Telegraph to Internet 3
COMM:2051 Politics of Popular Culture 3
COMM:2052 Latin American Media 3
COMM:2053 Secrets, Confidences, and Lies: Privacy Management in Interpersonal Relationships 3
COMM:2054 Movements, Protest, Resistance 3
COMM:2057 Introduction to Computer-Mediated Communication 3
COMM:2060 Public Relations, Publicity Stunts, and Pranks 3
COMM:2064 Media, Advertising, and Society 3
COMM:2065 Television Criticism 3
COMM:2069 Black Television Culture 3
COMM:2070 Social Media and Society 3
COMM:2075 Gender, Sexuality, and Media 3
COMM:2076 Race, Ethnicity, and Media 3
COMM:2077 Writing and Producing Television 3
COMM:2079 Digital Media and Religion 3
COMM:2080 Public Life in the U.S.: Religion and Media 3
COMM:2085 Media Industries and Organizations 3
COMM:2086 Global Media Studies 3
COMM:2087 Copyright Controversies 3
COMM:2088 Media and Democracy 3
COMM:2089 Nonverbal Communication 3
COMM:2090 Topics in Communication Studies 3
COMM:2091 Organizational Communication 3
COMM:2248 The Invention of Writing: From Cuneiform to Computers 3

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>
<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: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:4174</td>
<td>Communication, Technology, and National Security</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 a course to fulfill more than one requirement for the major, so in selecting the additional 9 s.h. of coursework, 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>
</tbody>
</table>
Internships and Professional Experiences

Internships enable students to supplement their coursework 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

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 coursework 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:1168 or</td>
<td>Music and Social Change or Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1174</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RHET:1030 or</td>
<td>Rhetoric or The Interpretation of Literature</td>
<td>3 - 4</td>
</tr>
<tr>
<td>ENGL:1200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core:</td>
<td>Literary, Visual, and Performing Arts</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Hours</td>
<td>14-15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM:1130 or</td>
<td>The Art of Persuading Others or Theory and</td>
<td>3 - 4</td>
</tr>
<tr>
<td>COMM:1117</td>
<td>Practice of Argument</td>
<td></td>
</tr>
</tbody>
</table>
COMM:1170 or COMM:1112 Communication Theory in Everyday Life b, c, g, h 3  
RHET:1030 or ENGL:1200 Rhetoric or The Interpretation of Literature 3 - 4  
GE CLAS Core: Historical Perspectives d 3  
Elective course e 2  

**Second Year**  
**Fall**  
COMM:1305 Understanding Communication: Social Scientific Approaches b, i 3  
GE CLAS Core: Natural Sciences with Lab d 4  
GE CLAS Core: Values and Culture d, i 3  
GE CLAS Core: World Languages First Level Proficiency or elective course e 4 - 5  

**Third Year**  
**Fall**  
COMM:1898 Introduction to Latina/o/x Communication and Culture c 3  
Major: intermediate-level communication studies course (prefix COMM numbered 1800-2799) 3  
GE CLAS Core: International and Global Issues d 3  
GE CLAS Core: World Languages Second Level Proficiency or elective course k 4 - 5  
Elective course e 3  

**Spring**  
Major: elective communication studies course (prefix COMM numbered 1800-4999) 3  
Major: elective communication studies course (prefix COMM numbered 1800-4999) 3  
Elective course e 3  
Elective course e 3  
Elective course e 3  
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall)  

**Fourth Year**  
**Fall**  
Major: capstone-level communication studies course (prefix COMM numbered 3000-4999) 3  
Major: elective communication studies course (prefix COMM numbered 1800-4999) 3  
Elective course e 3  
Elective course e 3  
Elective course e 3  

Hours 15  
Total Hours 120-127  

---  

**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.