Communication Studies, BA

Learning Outcomes
Graduating communication studies majors will be able to:

- explain the significance of the communicative process across personal, familial, organizational, civic, and mediated contexts;
- demonstrate effective written, oral, and/or digital communication skills;
- plan, evaluate, and conduct basic communication research using qualitative, quantitative, and critical-cultural methods;
- think critically about the role of communication in the production, maintenance, and transformation of culture;
- apply and reflect upon the skills and theories of communication in communities, professional settings, and a global context; and
- develop the ability to discuss controversial issues of public importance in a way that demonstrates intercultural competence and personal and social responsibility to a dynamic and globalizing world.

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 grade-point average 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 30 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.

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 BA with a major in communication studies requires the following coursework.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations of Communication Courses</td>
<td>15</td>
</tr>
<tr>
<td>Intermediate Courses</td>
<td>12</td>
</tr>
<tr>
<td>Capstone Experience Course</td>
<td>3</td>
</tr>
<tr>
<td>Additional Courses</td>
<td>9</td>
</tr>
</tbody>
</table>

Foundations of Communication
Foundation courses cover introductory concepts in the field of communication. Students must complete five foundation courses (15 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>Course #</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>3</td>
</tr>
<tr>
<td>COMM:1117</td>
<td>Advocacy and Argument</td>
<td>3</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>Music and Social Change</td>
<td>3</td>
</tr>
<tr>
<td>or COMM:1174</td>
<td>Media and Society</td>
<td>3</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course #</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 cover detailed aspects of the study of communication. Students usually complete these courses during their third and fourth years of study.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least four of these:</td>
<td>Communication studies courses (prefix COMM) numbered from 1800-2799</td>
<td>12</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.
To earn academic credit for internships, students must obtain approval for their internship experience and site before they register for COMM:2828. 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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM:2828</td>
<td>Experiential Learning in Communication Studies</td>
<td>1-3</td>
</tr>
</tbody>
</table>

### 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 the honors project.

Students earning honors in the major must maintain a cumulative University of Iowa grade-point average (GPA) of at least 3.33, a GPA set by the College of Liberal Arts and Sciences; a minimum cumulative GPA of 3.33 in coursework for the major also must be maintained, a standard set by the Department of Communication Studies. Students 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.

### 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. It also prepares students for graduate school by providing a strong theoretical and methodological foundation in communication research. Graduates find work in fields such as the arts, entertainment, and media industries; consulting; sales and marketing; human resources; public advocacy; and higher education.
The Pomerantz Career Center offers multiple resources to help students find internships and jobs.

**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, BA**

**Course** | **Title** | **Hours**
--- | --- | ---
Academic Career

Any Semester

- GE CLAS Core: Sustainability

First Year

Fall

- COMM:1174 or COMM:1168 | Media and Society or Music and Social Change | 3
- ENGL:1200 or RHET:1030 | The Interpretation of Literature or Rhetoric | 3 - 4
- GE CLAS Core: Literary, Visual, and Performing Arts | 3
- CSI:1600 | Success at Iowa | 2

Spring

- COMM:1117 or COMM:1130 | Advocacy and Argument or The Art of Persuading Others | 3
- COMM:1112 or COMM:1170 | Interpersonal Communication or Communication Theory in Everyday Life | 3
- ENGL:1200 or RHET:1030 | The Interpretation of Literature or Rhetoric | 3 - 4
- Elective course | 3

Second Year

Fall

- COMM:1305 | Understanding Communication: Social Scientific Approaches | 3
- GE CLAS Core: Natural Sciences with Lab | 4
- GE CLAS Core: Diversity and Inclusion | 3
- GE CLAS Core: World Languages First Level Proficiency or elective course | 4 - 5

Spring

- COMM:1306 | Understanding Communication: Humanistic Approaches | 3
- Major: intermediate-level communication studies course (prefix COMM numbered 1800-2799) | 3
- GE CLAS Core: World Languages Second Level Proficiency or elective course | 4 - 5

Third Year

Fall

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

Spring

- Major: intermediate-level communication studies course (prefix COMM numbered 1800-2799) | 3
- GE CLAS Core: Values and Culture | 3
- GE CLAS Core: Social Sciences | 3
- GE CLAS Core: World Languages Fourth Level Proficiency or elective course | 4 - 5
- Elective course | 3

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 3
Elective course 3
Elective course 3
Elective course 3

Hours 15

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 3
Elective course 3
Elective course 3

Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) 3

Hours 15

Total Hours 120-126

a Sustainability must be completed by choosing a course that has been approved for Sustainability AND for one of these General Education areas: Natural Sciences; Quantitative and Formal Reasoning; Social Sciences; Historical Perspectives; International and Global Issues; Literary, Visual, and Performing Arts; or Values and Culture.
b Students should take foundation courses early in their studies. Foundation courses are appropriate for first- or second-year students.
c 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.
d Fulfills a major requirement and may fulfill a GE requirement.
e 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.
f 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.
g Typically COMM:1117 is offered in spring semesters only and COMM:1130 is offered in fall semesters only. Check MyUI for course availability since offerings are subject to change.
h Typically this course is offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.
i Typically COMM:1170 is offered in spring semesters only and COMM:1112 is offered in fall semesters only. Check MyUI for course availability since offerings are subject to change.
j Typically this course is offered in fall semesters only. Check MyUI for course availability since offerings are subject to change.
k Students who have previously completed COMM:1898 have already satisfied the GE CLAS Core Diversity and Inclusion requirement.
l 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.
m Students who have previously completed COMM:1117 have already satisfied the GE CLAS Core Quantitative or Formal Reasoning requirement.
n Students who have previously completed COMM:1174 have already satisfied the GE CLAS Core Values and Culture requirement.
o Students who have previously completed COMM:1170 or COMM:1174 have already satisfied the GE CLAS Core Social Sciences requirement.
p Please see Academic Calendar, Office of the Registrar website for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Graduation Services.