

# 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. Students may not use a course to fulfill more than one requirement for the major.

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

Requirements	Hours
Foundations of Communication Courses	9
Intermediate Courses	15
Capstone Experience Course	3
Major Elective Courses	12

## Foundations of Communication

Foundation courses cover introductory concepts in the field of communication. Students must complete three foundation courses (9 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 do not have prerequisites. Students complete the three foundation courses as follows.

Course #	Title	Hours
All of these:		
COMM:1112	Interpersonal Communication	3
or COMM:1170	Communication Theory in Everyday Life	
COMM:1117	Advocacy and Argument	3
or COMM:1130	The Art of Persuading Others	
COMM:1168	Music and Social Change	3
or COMM:1174	Media and Society	

## 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.

Course #	Title	Hours
At least five of these:		
Communication studies courses (prefix COMM) numbered 1300-2899		15

## 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 two of the three foundations of communication courses and at least two intermediate courses.

Course #	Title	Hours
One of these:		
COMM:3118	Politics of Reproduction	3
COMM:4040	Practical Research Applications: Communication and Community	3
COMM:4044	Political Marketing: Media, Campaigns, and Persuasion	3
COMM:4111	360 Radio Experience	3
COMM:4131	Globalization and Culture	3
COMM:4140	Communication and Relationships	3
COMM:4147	Family Communication	3

COMM:4148	Advanced Health Communication	3
COMM:4154	Magic Machines: Technology and Social Change	3
COMM:4157	Advanced Topics in Communication Studies	3
COMM:4163	The Dark Side of Interpersonal Communication	3
COMM:4168	Rhetoric of the Body	3
COMM:4169	Black Feminist Rhetorics	3
COMM:4171	Community Media	3
COMM:4174	Communication, Technology, and National Security	3
COMM:4183	Networking America: The Cultural History of Broadcasting	3

## Major Elective Courses

Students must complete 12 s.h. in communication studies courses (prefix COMM) numbered 1100-4999 not already taken for the major.

## 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. 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.

Course #	Title	Hours
COMM:2828	Experiential Learning in Communication Studies	1-3

## 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 minimum cumulative University of Iowa grade-point average (GPA) of at least 3.33, a standard set by the College of Liberal Arts and Sciences, and a minimum cumulative GPA of 3.33 in coursework for the major, 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.

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

To 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
<b>Academic Career</b>		
<b>Any Semester</b>		
GE CLAS Core: Sustainability <sup>a</sup>		
<b>Hours</b>		<b>0</b>
<b>First Year</b>		
<b>Fall</b>		
COMM:1174 or COMM:1168	Media and Society <sup>b, c, d</sup> or Music and Social Change	3
ENGL:1200 or RHET:1030	The Interpretation of Literature or Rhetoric: Writing and Communication	3 - 4
GE CLAS Core: Literary, Visual, and Performing Arts <sup>e</sup>		3
CSI:1600	Success at Iowa	1
Elective course <sup>f</sup>		3
Elective course <sup>f</sup>		2
<b>Hours</b>		<b>15-16</b>
<b>Spring</b>		
COMM:1112 or COMM:1170	Interpersonal Communication <sup>c, d</sup> or Communication Theory in Everyday Life	3
COMM:1130 or COMM:1117	The Art of Persuading Others <sup>c, d, g</sup> or Advocacy and Argument	3
RHET:1030 or ENGL:1200	Rhetoric: Writing and Communication or The Interpretation of Literature	3 - 4
GE CLAS Core: Historical Perspectives <sup>e</sup>		3
Elective course <sup>f</sup>		3
<b>Hours</b>		<b>15-16</b>
<b>Second Year</b>		
<b>Fall</b>		
Major: intermediate communication studies course (prefix COMM numbered 1300-2899)		3
GE CLAS Core: Natural Sciences with Lab <sup>e</sup>		4
GE CLAS Core: Quantitative or Formal Reasoning <sup>e, h</sup>		3
GE CLAS Core: World Languages First Level Proficiency or elective course <sup>i</sup>		4 - 5
<b>Hours</b>		<b>14-15</b>
<b>Spring</b>		
Major: intermediate communication studies course (prefix COMM numbered 1300-2899)		3

Major: intermediate communication studies course (prefix COMM numbered 1300-2899)	3
GE CLAS Core: Natural Sciences without Lab <sup>e</sup>	3
GE CLAS Core: Understanding Cultural Perspectives <sup>e, j</sup>	3
GE CLAS Core: World Languages Second Level Proficiency or elective course <sup>i</sup>	4 - 5
<b>Hours</b>	<b>16-17</b>

#### Third Year

<b>Fall</b>	
Major: intermediate communication studies course (prefix COMM numbered 1300-2899)	3
Major: intermediate communication studies course (prefix COMM numbered 1300-2899)	3
GE CLAS Core: International and Global Issues <sup>e</sup>	3
GE CLAS Core: World Languages Third Level Proficiency or elective course <sup>i</sup>	4 - 5
Elective course <sup>f</sup>	3
<b>Hours</b>	<b>16-17</b>

#### Spring

Major: communication studies elective course (prefix COMM numbered 1100-4999)	3
GE CLAS Core: Values and Society <sup>e, k</sup>	3
GE CLAS Core: Social Sciences <sup>e, l</sup>	3
GE CLAS Core: World Languages Fourth Level Proficiency or elective course <sup>i</sup>	4 - 5
Elective course <sup>f</sup>	3
<b>Hours</b>	<b>16-17</b>

#### Fourth Year

<b>Fall</b>	
Major: communication studies elective course (prefix COMM numbered 1100-4999)	3
Major: communication studies capstone course (prefix COMM numbered 3000-4999)	3
Elective course <sup>f</sup>	3
Elective course <sup>f</sup>	3
Elective course <sup>f</sup>	3
<b>Hours</b>	<b>15</b>

#### Spring

Major: communication studies elective course (prefix COMM numbered 1100-4999)	3
Major: communication studies elective course (prefix COMM numbered 1100-4999)	3
Elective course <sup>f</sup>	3
Elective course <sup>f</sup>	3
Elective course <sup>f</sup>	3
Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall) <sup>m</sup>	
<b>Hours</b>	<b>15</b>
<b>Total Hours</b>	<b>122-128</b>

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 Society.

- b COMM:1168 is typically offered in fall semesters only. Check MyUI for course availability since offerings are subject to change.
- c Students should take foundations of communication courses early in their studies.
- 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 COMM:1117 is typically offered in spring semesters only. Check MyUI for course availability since offerings are subject to change.
- h Students who have previously completed COMM:1117 have already satisfied the GE CLAS Core Quantitative or Formal Reasoning requirement.
- i Students who have completed four levels of a single language or two levels of two different languages in high school or college have satisfied the GE CLAS Core World Languages requirement. Students who have completed three levels of a single language may complete a fourth-level course in the same language or may choose an approved World Language and Cultural Exploration course. Enrollment in world languages courses requires a placement exam, unless enrolling in a first-semester-level course. Contact your academic advisor or CLAS Undergraduate Programs Office with questions concerning the World Languages requirement.
- j Students who have previously completed COMM:1168 have already satisfied the GE CLAS Core Understanding Cultural Perspectives requirement.
- k Students who have previously completed COMM:1174 have already satisfied the GE CLAS Core Values and Society requirement.
- l Students who have previously completed COMM:1170 or COMM:1174 have already satisfied the GE CLAS Core Social Sciences requirement.
- m 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 Degree Services.