Communication Studies, B.A.

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 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 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 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>
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</thead>
<tbody>
<tr>
<td>COMM:1809</td>
<td>Social Marketing Campaigns</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>
<tr>
<td>COMM:1830</td>
<td>Communication Skills for Community Engagement</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1840</td>
<td>Introduction to Media Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM:1845</td>
<td>Short-Form Media Production</td>
<td>3</td>
</tr>
</tbody>
</table>
COMM:1898  Introduction to Latina/o/x Communication and Culture  3
COMM:2010  Communication and Organizational Culture  3
COMM:2011  Group Communication  3
COMM:2020  Health 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: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:2072  African American Popular Culture  3
COMM:2075  Gender, Sexuality, and Media  3
COMM:2076  Race, Ethnicity, and Media  3
COMM:2077  Writing and Producing Television  3
COMM:2078  Audio Production/Podcast  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.

**Code** | **Title** | **Hours**
--- | --- | ---
COMM:4131 | Globalization and Culture | 3
COMM:4140 | Communication and Relationships | 3
COMM:4146 | Corporate Advocacy and Public Relations | 3
COMM:4147 | Family Communication | 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 | Feminist Rhetorics | 3
COMM:4174 | Communication, Technology, and National Security | 3
COMM:4183 | Networking America: The Cultural History of Broadcasting | 3

**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.

**Code** | **Title** | **Hours**
--- | --- | ---
COMM:2800 | Introduction to Latin American Studies | 3
COMM:2813 | Practicum in Debate | 1
COMM:2821 | Oral Interpretation | 3
COMM:2828 | Experiential Learning in Communication Studies | 1-3
COMM:2897 | Independent Study | arr.
COMM:2899 | Honors Thesis | 3

**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.

<table>
<thead>
<tr>
<th>Code</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 g.p.a. of at least 3.33, a g.p.a. set by the College of Liberal Arts and Sciences; a minimum cumulative g.p.a. 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, B.A.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>COMM:1174</td>
<td>Media and Society a, b, c</td>
<td>3</td>
</tr>
<tr>
<td>or COMM:1168</td>
<td>or Music and Social Change</td>
<td></td>
</tr>
<tr>
<td>RHET:1030</td>
<td>Rhetoric</td>
<td>3 - 4</td>
</tr>
<tr>
<td>or ENGL:1200</td>
<td>or The Interpretation of Literature</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: Literary, Visual, and Performing Arts</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course e</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CSI:1600</td>
<td>Success at Iowa</td>
<td>2</td>
</tr>
<tr>
<td>Hours</td>
<td></td>
<td>14-15</td>
</tr>
<tr>
<td>Spring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM:1130</td>
<td>The Art of Persuading Others b, c, f</td>
<td>3 - 4</td>
</tr>
<tr>
<td>or COMM:1117</td>
<td>or Theory and Practice of Argument</td>
<td></td>
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</tbody>
</table>
## Second Year
### Fall
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course 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>GE CLAS Core: Natural Sciences with Lab</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GE CLAS Core: World Languages Second Level</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>2</td>
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**Hours 14-16**

## Third Year
### Fall
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</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 communication studies course (prefix COMM numbered 1800-2799)</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>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
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</tbody>
</table>

**Hours 16-17**

## Spring
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major: intermediate-level communication studies course (prefix COMM numbered 1800-2799)</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>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Hours 16-17**

## Fourth Year
### Fall
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major: capstone-level communication studies course (prefix COMM numbered 3000-4999)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Major: elective communication studies course (prefix COMM numbered 1800-4999)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Elective course</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Hours 15**

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### Notes
- **a** 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.
- **b** Students should take foundation courses early in their studies. Foundation courses are appropriate for first- or second-year students.
- **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 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.
- **g** This course is typically offered in spring semesters only. Students should consult with their advisor for course availability since offerings are subject to change.
- **h** Students who have previously completed COMM:1174 have already satisfied the GE CLAS Core Value's 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:1198 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.
- **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 Graduation Services.