

Bachelor of Arts Communication

INFORMATION

The world of communication is fascinating, complex and ever-changing.

The communication major at Cleveland State University offers students a general introduction to the dynamics of human relationships, the impact of news and the role technology plays in American society. It provides students with a broad-based education on the impact, implications and ethics of human communication. The major provides specialized training in reporting, public speaking, film production and digital media.

CAREER OPPORTUNITIES

Communication jobs can be found in every aspect of society. Students who focus on journalism and public relations can find employment in the local news media, as well as in a host of public relations and advertising firms. Those whose course work emphasizes communication and health should be marketable to the health care industry, which needs specialists who appreciate nuances of health communication. Related jobs

include mediator, fundraiser and corporate communication specialist. Employers in the burgeoning communication production field will need to hire individuals who can competently produce films or are capable of making videos using digital technologies.

PROGRAM

The general communication major at Cleveland State University offers students a unique combination of academic excellence and career-related training. Our faculty are among the finest in the nation, recently ranking eighth in the country in communication research productivity. Part-time instructors and lecturers are reporters at *The Plain Dealer*, executives at local public relations firms, widely-respected filmmakers and corporate consultants.

Students have access to numerous facilities, including the Digital Video Communication Center, with its digital video editing workstations and the Communication Research Center that has state-of-the-art computer-assisted telephone

interviewing. The School of Communication is the home of *The Cleveland Stater*, the University's respected laboratory newspaper. It also houses *Picture This*, an independent film school that has sponsored special courses taught by nationally-prominent writers or film-makers.

Communication majors can gain valuable networking opportunities through the School's internship program, as well as through an undergraduate promotional communication organization.

For more information, contact:

College of Liberal Arts and Social Sciences

School of Communication
Cleveland State University
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Cleveland, Ohio 44115-2214
Phone: (216) 687-4630
Website:
<http://csuohio.edu/class/com>

Bachelor of Arts **Communication**

A total number of 128 hours (40 hours for the major) are required for the Bachelor of Arts (B.A.) degree in Communication. All degree seeking students are required to complete a specific number of General Education (GenEd) courses. Students are responsible for ensuring the appropriate selection of courses to satisfy GenEd requirements and are encouraged to consult with their academic advisor regarding the applicability of selected courses. A comprehensive description of Cleveland State University's General Education Requirements for undergraduate students is available online at <http://www.csuohio.edu/academic/gened>.

A Sample Sequence for the Communication Major:

First Semester

COM 101 Principles of Communication

Third Semester

COM 211 Communicating in Personal Relationships **or**
COM 226 Mass Media and Society **or**
COM 327 Media Criticism

Fifth Semester

COM 330 Nonverbal Communication
COM 346 Communication in Organizations

Seventh Semester

Capstone Course ***See below**

Second Semester

COM 303 Communication Inquiry

Fourth Semester

COM 350 Persuasive Communication and Attitude Change **or**
COM 359 International Communication **or**
COM 362 Health Communication

Sixth Semester

COM 370 Communication Technology and Social Change

Eighth Semester

COM 380 Family Communication

***Capstone Courses:**

COM 401 Advanced Video-Audio Production
COM 447 Public Relations Writing
COM 448 Managing Organizational Teams
COM 449 Advanced Issues in Health Communication

IMPORTANT NOTE:

All School of Communication Majors are required to successfully complete
COM 101 & COM 303 with a minimum grade of C.

Reviewed August 2011