

COMMUNICATION-BA COMMUNICATION ANALYSIS and ENGAGEMENT (CAE)

2021-2022 Academic Year

Revised 12/2019



This program leads to a Bachelor of Arts degree.

Requirements for students admitted to the major SU21 and later.

Eleven (11) COMM courses totaling at least 34 credits are required.

A grade of C- or better is required in all courses in the major. Maintaining a 2.0 GPA in the major is required after admission to the program.

Program Area Description

Communication Analysis and Engagement is a broad-based education that focuses on how communication affects society, and how communication can improve society. Students learn to analyze the uses and effects of media in society, how public advocates and international communication systems operate and how diversity and culture affect communication in community life. Students learn the communication practices that help build and maintain important relationships in personal and corporate life, and they learn how communication interventions and campaigns can improve the public's understanding about pressing public issues like health, science and the environment.

This specialization prepares students to become critical thinkers and effective problem solvers for careers in both the public and public sectors, such as in business management, government relations, or as communication specialists in a health or political organization. The specialization also provides excellent preparation for graduate school or law school.

Required Pre-Major courses: 6 credit hours (these courses do not count in the major). All students must complete two pre-major courses. **A grade of C- or better is required in both courses** for a Major & Specialization Application to be considered. Admission is competitive and an online application is required. Please see comm.osu.edu for application deadlines.

COMM 1100 Communication in Society
COMM 1101 History of Communication

Credits	Grade	Term
3		
3		

1. **Core Major Requirements (12 credit hours). All four courses are required.**

COMM 2110 Public Speaking
COMM 2367(H) Persuasive Communication
COMM 3440 Mass Communication and Society
COMM 3620 Interpersonal Communication

Credits	Grade	Term
3		
3		
3		
3		

2. **Research Method Requirement (4 credit hours). One course required.**

COMM 3160 Communication Research Methods
(prereq: Stat 1350, 1450 or equiv.)

Credits	Grade	Term
4		

3. **Experiential Learning (3 credit hours). One course required.**

COMM 3800 Career Development in Communication
COMM 4191 Internship
COMM 4998 Undergraduate Research
COMM 4999 Thesis Research

Credits	Grade	Term
3		
1-3		
1-3		
1-3		



THE OHIO STATE UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

SCHOOL OF COMMUNICATION

COMMUNICATION-BA COMMUNICATION ANALYSIS and ENGAGEMENT (CAE)

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4. **Focus Area Electives (15 credit hours).** Choose at least 5 additional courses in the School of Communication. **At least 12 hours should be at the 3000 level or above.** Five thematic clusters provide students direction in developing a focal interest. However, students may choose courses from within and between thematic clusters to fit career goals.

Media Effects

- COMM 3402 Crime and the News Media
- COMM 3413 Media Entertainment
- COMM 3442 Violence in Society & Violence in Media
- COMM 4401 Mass Communication and Youth
- COMM 4445 Stereotypes in Media
- COMM 4600 Communication and Emotion

Health, Environment, Risk & Science Communication

- COMM 2596 Intro to Health, Environ, Risk & Science Comm
- COMM 3332 Risk Communication
- COMM 3340 Principles of Environmental Campaigns
- COMM 4240 Science Communication
- COMM 4736 Health Comm in Interpersonal Contexts
- COMM 4737 Health Comm in Mass Mediated Context
- COMM 4738 Health Comm and New Media

Communication Competencies for Leadership

- COMM 2131 Business and Professional Speaking
- COMM 3325 Intro to Organizational Communication
- COMM 3330 Communication and Conflict Management
- COMM 3331 Communication and Decision Making
- COMM 3624 Communication in Personal Relationships
- COMM 3628 Contemporary Persuasion Theory
- COMM 3629 Language and Social Interaction
- COMM 3662 Communication and Gender
- COMM 3667 Nonverbal Communication
- COMM 3668 Intercultural Communication
- COMM 4635 Communication Dynamics in Groups

Communication for Advocacy, Politics & Citizenship

- COMM 3330 Communication and Conflict Management
- COMM 3331 Communication and Decision Making
- COMM 3404 Media Law and Ethics
- COMM 3628 Contemporary Persuasion Theory
- COMM 4814 Political Communication
- COMM 4820 Public Opinion and Communication

Communication, Diversity, and Culture

- COMM 2131 Business and Professional Speaking
- COMM 3330 Communication and Conflict Management
- COMM 3662 Communication and Gender
- COMM 3668 Intercultural Communication
- COMM 3597.01 International Perspectives on Comm
- COMM 3597.02 Media and Terrorism
- COMM 4445 Stereotypes in Media

Focus Area Electives

COMM _____

COMM _____

COMM _____

COMM _____

COMM _____

Credits	Grade	Term
3		
3		
3		
3		
3		

TOTAL HOURS (minimum 34 credit hours) _____
(Add credits from sections 1, 2, 3, and 4)

(H) = Honors course offered

Internship-To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to complete an internship for at least one semester.

Minor- Students are encouraged to complete a minor. Depending on individual interests, students may wish to consider a minor in one of the following areas: Design Thinking, Cognitive Science, Computer and Information Science, Business.

COMMUNICATION-BA COMMUNICATION TECHNOLOGY (COT)

2021-2022 Academic Year

Revised 12/2019



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Requirements for students admitted to the major SU21 and later.
Eleven (11) COMM courses totaling at least 34 credits are required.
A grade of C- or better is required in all courses in the major.
Maintaining a 2.0 GPA in the major is required after admission to the program.

Program Area Description

Communication Technology explores the way technology is transforming the field of communication. This specialization helps students understand interactive technology, evaluate the user experience, and communicate with users with varying levels of technical proficiency. Students in this major can choose courses in Human-Computer Interaction and User Experience (HCI + UX) and Communication Technology Management.

HCI + UX courses focus on how people use technology and the social implications of new technologies. Communication Technology Management courses teach students how to help others use technology effectively in the workplace.

Required Pre-Major courses: 6 credit hours (these courses do not count in the major). All students must complete two pre-major courses. **A grade of C- or better is required in both courses** for a Major & Specialization Application to be considered. Admission is competitive and an online application is required. Please see comm.osu.edu for application deadlines.

COMM 1100 Communication in Society
COMM 1101 History of Communication

Credits	Grade	Term
3		
3		

1. Core Requirements (12 credit hours) All four required.

COMM 2367(H) Persuasive Communication
COMM 2511 Visual Communication Design
COMM 2540 Intro to Communication Technology
COMM 3554 Social Implications of Technology

Credits	Grade	Term
3		
3		
3		
3		

2. Research Method Requirement (4 credit hours). One course required.

COMM 3160^ Communication Research Methods
COMM 3165^ Evaluation and Usability Testing
^Prereq: Stats 1350, 1450 or equiv

Credits	Grade	Term
4		

3. Focus Area Electives (6 credit hours). Choose at least 2 courses from the following:

COMM 3513 Video Games and Society
COMM 3558 Social Media
COMM 4557 Communication Network Infrastructure
COMM 4558^ Social Media Analytics (*^Prereq: Comm 3160*)
COMM 4665 Human Communication in Social Networks
COMM 4738 Health Communication and New Media

Credits	Grade	Term
3		
3		
3		
3		
3		



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4. Choose 3 additional courses from the following tracks (9 credit hours required).

HCI+ UX

		Credits	Grade	Term
COMM 3513	Video Games and Society	3		
COMM 3545	Human-Computer Interaction & User Experience	3		
COMM 4511	User-Centered Communication Design	3		
COMM 4555	Computer Interface and Human Identity	3		
COMM 4557	Communication Network Infrastructure	3		
CS&E 2123	Data Structures Using Java	3		

Communication Technology Management

		Credits	Grade	Term
COMM 3330	Communication and Conflict Management	3		
COMM 3331	Communication and Decision Making	3		
COMM 4556	Information Technology and Organizational Communication	3		
COMM 4557	Communication Network Infrastructure	3		
COMM 4665	Human Communication in Social Networks	3		
CS&E 2123	Data Structures Using Java	3		

5. Experiential Learning (3 credit hours). One course required.

		Credits	Grade	Term
COMM 3800	Career Development in Communication	3		
COMM 4191	Internship	1-3		
COMM 4998	Undergraduate Research	1-3		
COMM 4999	Thesis Research	1-3		

TOTAL HOURS (minimum 34 credit hours) _____
(Add credits from sections 1, 2, 3, 4 and 5)

(H) = Honors course offered

Internship-To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly encouraged to complete an internship for at least one semester.

Minor- Students are encouraged to complete a minor. Depending on individual interests, students may wish to consider a minor in one of the following areas: Design Thinking, Cognitive Science, Computer and Information Science, Business.

Contact Information: School of Communication Advising Office, 3033 Derby Hall, 154 N. Oval Mall, Columbus, OH 43210
614-292-8444 comm.osu.edu



THE OHIO STATE UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

SCHOOL OF COMMUNICATION

COMMUNICATION-BA STRATEGIC COMMUNICATION (SCM)

2021-2022 Academic Year

Revised 12/2019



This program leads to a Bachelor of Arts degree.
Requirements for students admitted to the major SU21 and later.
Eleven (11) COMM courses totaling at least 35 credits are required. A grade of C- or better is required in all courses in the major. Maintaining a 2.0 GPA in the major is required after admission to the program.

Program Area Description

Strategic Communication teaches how to develop campaign goals and think strategically to influence stakeholders, the public, and other audiences in order to accomplish an organizational objective. This specialization integrates theory, real-world practice, and skills training, and examines communication through public relations, marketing, crisis communication, advertising, persuasion theory, and communication campaigns.

Students train for careers such as public relations specialists, communication specialists, marketing, communication campaign and information managers, and as communication consultants.

Required Pre-Major courses: 6 credit hours (these courses do not count in the major). All students must complete two pre-major courses. **A grade of C- or better is required in both courses** for a Major & Specialization Application to be considered. Admission is competitive and an online application is required. Please see comm.osu.edu for application deadlines.

COMM 1100 Communication in Society
COMM 1101 History of Communication

Credits	Grade	Term
3		
3		

1. **Core Requirements (16 credit hours). All five courses are required.**

COMM 2321 Writing for Strategic Communication
COMM 2331 Strategic Communication Principles
COMM 3333 or 3444 Crisis Communication or Advertising & Society
COMM 3334 Strategic Message Design
COMM 4337 Public Communication Campaigns

Credits	Grade	Term
3		
3		
3		
3		
4		

2. **Research Methods Requirement (4 credit hours). One course required.**

COMM 3163 Communication Industry Research Methods
(prereq: Stat 1350, 1450, or equiv.)

Credits	Grade	Term
4		

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COMMUNICATION-BA STRATEGIC COMMUNICATION

2021-2022 Academic Year

3. Focus Area Electives (9 credit hours). Choose at least 3 courses within or across clusters.

Strategic Planning in PR/Advertising

COMM 2511	Visual Communication Design
COMM 3332	Risk Communication
COMM 3340	Principles of Environmental Campaigns
COMM 3345	Strategic Media Planning
COMM 3444	Advertising & Society
COMM 3558	Social Media
COMM 3628	Contemporary Persuasion Theory
COMM 4445	Stereotypes in Media
COMM 4558	Social Media Analytics

Strategic Communication Contexts

COMM 2367(H)	Persuasive Communication
COMM 3325	Introduction to Organizational Communication
COMM 3330	Communication and Conflict Management
COMM 3333	Crisis Communication
COMM 3340	Principles of Environmental Campaigns
COMM 3668	Intercultural Communication

4. Experiential Learning (3 credit hours). One course required.

COMM 3188	The PRactice
COMM 3800	Career Development in Communication
COMM 4191	Internship
COMM 4998	Undergraduate Research
COMM 4999	Thesis Research

Credits	Grade	Term
1-3		
3		
1-3		
1-3		
1-3		

5. Oral Communication Skills (3 credit hours). One course required.

COMM 2110	Public Speaking
COMM 2131	Business and Professional Speaking
COMM 2367	Persuasive Communication

Credits	Grade	Term
3		
3		
3		

TOTAL HOURS (minimum 35 credit hours) _____
(Add credits from sections 1, 2, 3, 4 and 5)

(H) = Honors course offered

Internship – To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are encouraged to complete an internship for at least one semester.

Minor – Students are encouraged to complete a minor. Depending on individual interests, students may wish to consider a minor in one of the following areas: Business, Capital Program, Consumer Sciences, Economics, Leadership Studies, or Professional Writing.



Interested in majoring in Communication or Journalism?

2019-2020 Academic Year Requirements

Pursuing Communication or Journalism at Ohio State

Students interested in majoring in communication or journalism typically begin in the pre-major program in the School of Communication. Students are required to apply for admission to their major and specialization after completion of pre-major coursework. Each program is competitive for admission; GPA cutoffs fluctuate with every applicant pool. The competitive admissions process is based on cumulative grade point average, pre-major course completion, and enrollment capacity. Major admission is not guaranteed. Applications are accepted each semester. See below for the different pathways in becoming a communication or journalism major:

Pre-Major Students

New first-year students typically begin their first year at OSU as a pre-communication or pre-journalism major. During the first year, students typically complete the pre-major course requirements and apply for admission to their major and specialization at the end of spring semester.

Current OSU Students Changing to Pre-Communication or Pre-Journalism

Current OSU students interested in majoring in communication or journalism are required to attend a Major Information Session in order to change to the pre-major. Students should declare pre-communication or pre-journalism while completing the pre-major course requirements. Pre-major declaration can be completed at the session. Pre-major students are encouraged to complete the pre-major course requirements and apply for admission to their major and specialization within 1-2 semesters after declaring the pre-major.

Transfer Students

Transfer students typically begin their first semester at OSU as a pre-communication or pre-journalism major. During the first semester, students complete the pre-major course requirements and apply for admission to their major and specialization at the end of the semester. Direct equivalents to the pre-major requirements are permitted but credit for these courses must be posted to the student's Ohio State record by the Major & Specialization Application deadline. Ohio State cumulative GPA is used for the application decision; however, if you apply prior to your first semester of enrollment at OSU, a merged transfer GPA will be used. Once an OSU student, the School of Communication does not consider transfer GPAs in the major admissions decision.

School of Communication DirectAdmit Students

Select new first-year students at the Columbus campus are offered direct admission to the major program based on their high school academic profile. Eligibility is determined during the Ohio State Undergraduate Admissions application process and eligible students are notified by the School of Communication (see comm.osu.edu for eligibility requirements). DirectAdmit students complete the pre-major courses by the end of the first year at OSU. Communication DirectAdmit students submit the Major & Specialization Application to declare their communication specialization at the end of spring semester. Journalism DirectAdmit students will undergo a program review to ensure pre-major course completion and adequate progress towards the degree program in lieu of the application at the end of spring. No additional students are added to the DirectAdmit first year class after June 1. DirectAdmit students wanting to change their major should use the Major & Specialization Application to do so. Regional campus, international students, and transfer students are not eligible for School of Communication DirectAdmit.

Honors Students

Incoming first-year students accepted to the University Honors Program will directly enroll into the Arts and Sciences Honors Program if they choose to major in Communication or Journalism. ASC Honors students do not need to submit a Major & Specialization Application. Instead, honors students must meet with the School of Communication Honors Advisor to declare the major and/or specialization. Pre-major coursework is still required for honors students.

If you are a current Ohio State honors student who is *changing majors to the School of Communication* from another Ohio State college or program outside of Arts and Sciences (such as University Exploration, the Fisher College of Business, the College of Engineering, etc.), you will need to apply for membership in the Arts and Sciences (ASC) Honors Program to retain your honors status. See aschonors.osu.edu for membership information.



Pre-Major Course Requirements

All students must complete two pre-major courses. A grade of C- or better is required in both courses for a Major & Specialization Application to be considered.

COMM 1100 – Communication in Society (with a grade of C- or better)
COMM 1101 – History of Communication (with a grade of C- or better)

Application Information

Major & Specialization Application review does not begin until final grades have been posted for the semester. Students can submit their application while completing the final pre-major coursework. Grades of C- or better in both courses must be posted to OSU record by the time of application review. Students who are not competitive for their first choice program will be considered for their second choice. The application is available on the School of Communication website:

comm.osu.edu → Undergraduate → Information for Pre-Majors → Apply to the Major

2020 Application Dates

Applications are accepted each semester during the academic year. Students can apply for admission to the major during summer, autumn, or spring semester.

Spring Semester Application

Application Opens: March 16, 2020

Application Deadline: May 1, 2020

Summer Semester Application

Application Opens: June 15, 2020

Application Deadline: August 1, 2020

Autumn Semester Application

Application Opens: October 19, 2020

Application Deadline: December 9, 2020

Major Information Sessions

Students interested in majoring in communication or journalism are required to attend a Major Information Session in order to change to the pre-major. These sessions are designed to provide information about the majors offered in the School of Communication. Students must attend a major information session before scheduling an individual advising appointment with a School of Communication advisor. Overviews of each major program will be given at the session, plus information about pre-major coursework and the application process. Career information, internship for credit, and undergraduate research information will also be discussed. Students can declare the pre-major at the session.

Spring 2020 Major Information Session Dates

All sessions are located in 3136 Derby Hall

Wednesday, January 15th at 3:30pm
Thursday, January 23rd at 10:30am
Monday, January 27th at 3:30pm
Tuesday, February 11th at 9:00am
Wednesday, February 19th at 3:30pm
Thursday, February 27th at 3:30pm
Monday, March 2nd at 9:00am

Tuesday, March 17th at 3:30pm
Friday, March 27th at 10:30am
Wednesday, April 1st at 9:00am
Tuesday, April 7th at 3:30pm
Thursday, April 16th at 3:30pm
Friday, April 24th at 10:30am
Wednesday, April 29th at 3:30pm

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THE OHIO STATE UNIVERSITY
COLLEGE OF ARTS AND SCIENCES

SCHOOL OF COMMUNICATION

Bachelor of Arts COMMUNICATION

(general plan for any specialization)

Revised 5/2019



Sample 4 year Graduation Plan

Year 1

Autumn

Spring

Communication 1101*	3	Communication 1100**	3
English 1110.01 or 1110.02	3	Foreign Language 1102	4
Math 1148€	4	Stats 1350‡	3
Foreign Language 1101	4	Literature Δ	3
ArtsSci 1100.14	1	Biological Science	3
	15		16

Year 2

Autumn

Spring

Major Course	3	Major Course	4
Major Course	3	2 nd Writing GE •	3
Foreign Language 1103	4	Physical Science	3
Visual and Performing Arts	3	Cultures and Ideas or Historical Study	3
Historical Study Δ	3	Social Science***	3
	16		16

Year 3

Autumn

Spring

Major Course	3	Major Course	3
Major Course	3	Major Course	3
Major Course	3	Open Options	3
Science with lab	4	<i>Elective</i>	3
<i>Elective</i>	3	<i>Elective</i>	3
	16		15

Year 4

Autumn

Spring

Major Course	3	Major Course	3
Major Course	3	<i>Elective</i>	3
<i>Elective</i>	3	<i>Elective</i>	3
<i>Elective</i>	3	<i>Elective</i>	3
<i>Elective</i>	3		
	15		12

Pre-Major Courses

Major Courses

General Education Courses

Elective Courses



THE OHIO STATE UNIVERSITY

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Bachelor of Arts COMMUNICATION

(general plan for any specialization)

All programs in the College of Arts and Sciences require a minimum of 121 semester hours, including a minimum of 39 hours at the 3000 level or higher. The complete General Education curriculum and degree requirement list is available at: <https://artsandsciences.osu.edu/academics/current-students/advising/ge>

Students interested in majoring in Communication are required to apply for admission to their major and specialization after completion of pre-major coursework. Pre-major requirements (Communication 1100 and 1101) must be completed with a C- or better for a Major & Specialization Application to be considered. The competitive admissions process is based on cumulative grade point average, pre-major course completion, and enrollment capacity. See <http://comm.osu.edu/undergraduate/pre-major> for additional details. *NOTE: School of Communication Direct Admit program students are required to submit a Major & Specialization Application once the pre-major requirements are fulfilled. All applicants are reviewed for their specialization based on the competitive admissions process as listed above.*

Through the major admissions process, students are required to select and apply for a specific Communication specialization. The curriculum of the different specializations varies. See <http://comm.osu.edu/undergraduate/communication> for information about each specialization.

Electives could be used to complete minor.

*Communication 1101 is a GE Social Science: Individuals and Groups course.

**Communication 1100 counts as a GE Open Options course.

***This Social Science GE course must be from the Organizations and Politics or Human, Natural, and Economics Resources List.

€Math 1148 meets the GE Math and Logical Analysis requirement and requires Math Placement Score N. Students with other math placement scores will need to take different math classes. Students should speak with an advisor before selecting a math course.

‡Stats 1350 is a pre-req for the Research Methods requirements on the major and counts as a GE Data Analysis.

•Course selected for this requirement is recommended to cross-count with GE Social Diversity in the US. In the GE packet, Social Diversity in the US courses are marked with a dot symbol. Students who do not cross-count the Social Diversity in the US requirement with another GE courses will still be required to complete this requirement. Students are required to complete a minimum of 3 hours of Social Diversity in the US courses.

ΔCourses selected for this requirement are recommended to cross-count with GE Global Studies. In the GE packet, Global Studies courses are marked with a triangle symbol. Students who do not cross-count the Global Studies requirement with other GE courses will still be required to complete this requirement. Students are required to complete a minimum of 6 hours of Global Studies courses.

Plan may vary depending on course offerings, placement test scores, any credit previously earned, individual student scheduling, major specialization selected, and admission to major. Students are encouraged to meet with their advisor at least once per semester to discuss scheduling and ensure they are on the track they hope to be on for completing their degree.

