

# COMMUNICATION-BA COMMUNICATION ANALYSIS and PRACTICE (CAP)

2019-2020 Academic Year

Revised 5/2019



This program leads to a Bachelor of Arts degree.  
Requirements for students admitted to the major SU12 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 Practice offers a broad-based education in communication combined with the flexibility to pursue your specific area of interest. This option provides you the opportunity to cluster electives and concentrate in a particular focus area within the communication field. The Communication Analysis and Practice program offers excellent preparation for graduate school or law school or a career as a communication specialist in a health or political organization.

**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](http://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(H)   Communication Research Methods  
(prereq: Stat 1350, 1450 or equiv.)

Credits	Grade	Term
4		

(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 consider a minor in one of the following areas: Business, Capital Program, Political Science, Psychology, International Studies, Legal Foundations of Society, Sociology.

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

# COMMUNICATION-BA

## COMMUNICATION ANALYSIS and PRACTICE (CAP)

2019-2020 Academic Year

3. **Focus Area Electives (18 credit hours).** Choose at least 6 additional courses in the School of Communication. **At least 12 hours, should be at the 3000 level or above.** Four 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. Up to 3 credits each of Internship (COMM 4191), Undergraduate Research Experience (COMM 4998), or Honors Thesis Research (COMM 4999H) may count towards this requirement.

### Suggested Thematic Clusters:

#### Focus on Mass Media Effects

COMM 3402	Crime and the News Media (3)
COMM 3413	Media Entertainment (3)
COMM 3442	Violence in Society & Violence in Media (3)
COMM 3466	Communication and Popular Culture (3)
COMM 4401	Mass Communication and Youth (3)
COMM 4445	Stereotypes in Media (3)
COMM 4600	Communication and Emotion (3)
COMM 4814	Political Communication (3)

#### Focus on Health, Science, Risk Communication

COMM 2596	Intro Health, Environ, Risk, & Sci Comm (3)
COMM 3332	Risk Communication (3)
COMM 3340	Principles of Environmental Campaigns (3)
COMM 3628	Contemporary Persuasion Theory (3)
COMM 4240(H)	Science Communication (3)
COMM 4736	Health Comm in Interpersonal Contexts (3)
COMM 4737	Health Comm in Mass Mediated Context (3)
COMM 4738	Health Comm and New Media (3)

#### Focus on Interpersonal Communication Processes

COMM 3624	Communication in Personal Relationship (3)
COMM 3629	Language and Social Interaction (3)
COMM 3662	Communication and Gender (3)
COMM 3667	Nonverbal Communication (3)
COMM 3668	Intercultural Communication (3)
COMM 4600	Communication and Emotion (3)
COMM 4635	Small Group Communication (3)
COMM 4736	Health Comm in Interpersonal Contexts (3)

#### Focus on Communication for Advocacy and Politics

COMM 3330(H)	Communication and Conflict Management (3)
COMM 3331	Communication and Decision Making (3)
COMM 3404(H)	Media Law and Ethics (3)
COMM 3628	Contemporary Persuasion Theory (3)
COMM 4814	Political Communication (3)
COMM 4820(H)	Public Opinion and Communication (3)
COMM 4853.01	New Media and Democracy (3)
COMM 4853.02	Media and Social Movements (3)

### Focus Area Electives

COMM \_\_\_\_\_  
COMM \_\_\_\_\_  
COMM \_\_\_\_\_  
COMM \_\_\_\_\_  
COMM \_\_\_\_\_  
COMM \_\_\_\_\_

Credits	Grade	Term
3		
3		
3		
3		
3		
3		

**TOTAL HOURS** (minimum 34 credit hours) \_\_\_\_\_  
(Add credits from sections 1, 2, and 3)

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**THE OHIO STATE UNIVERSITY**  
COLLEGE OF ARTS AND SCIENCES

**SCHOOL OF COMMUNICATION**

# COMMUNICATION-BA NEW MEDIA and COMMUNICATION TECHNOLOGY (COT)

2019-2020 Academic Year

Revised: 9/2019



This program leads to a Bachelor of Arts degree.  
Requirements for students admitted to the major SU12 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

New Media and Communication Technology explores the way technology is transforming the field of communication. This interdisciplinary major integrates course work from communication, computer science, design, psychology, and business to help you understand interactive technology, evaluate the user experience, and communicate with users from varying levels of technical proficiency. Students in this major choose one of two tracks to pursue: Human-Computer Interaction or Communication Technology Management.

The Human-Computer Interaction track focuses on how people use technology and the social implications of new technologies. The Communication Technology Management track teaches you 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](http://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 2540      Intro to Communication Technology  
COMM 3545      Human-Computer Interaction  
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^(H)      Communication Research Methods  
COMM 3165^      Evaluation & Usability Testing  
*^Prereq: Stats 1350, 1450 or equiv*

Credits	Grade	Term
4		
4		

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

COMM 3513      Video Games and the Individual  
COMM 3558/4554      Social Media  
COMM 4557      Communication Network Infrastructure  
COMM 4558      Social Media Analytics  
COMM 4665      Human Communication in Social Networks  
COMM 4738      Health Communication and New Media

Credits	Grade	Term
3		
3		
3		
3		
3		
3		

# COMMUNICATION-BA NEW MEDIA and COMMUNICATION TECHNOLOGY

2019-2020 Academic Year

## 4. Visual Design Requirement (3 credit hours). Choose one course from the following:

COMM 2511	Visual Communication Design
DESIGN 2700	Introduction to Design Practice
DESIGN 3105	Exploring Design Thinking
DESIGN 3305	Visualization as Thinking
DESIGN 3505	Presentation as Thinking
DESIGN 4405	Design Media for Non-Majors
DESIGN 5405	Web Communications
DESIGN 5505	Information Design

Credits	Grade	Term
3		
3		
3		
3		
3		
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3		
3		

## 5. Choose from **one** of the following tracks for Special Topic Electives (9 credit hours required):

Up to 3 credit hours each of Internship (COMM 4191) or Undergraduate Research Experience (COMM 4998) can be used on either track.

**Human-Computer Interaction (HCI)  
Integration and Application Electives (9 credit hours).**  
(6 credits must be from COMM)\_  
Choose 3 courses from the following:

**Communication Technology Management (CTM)  
Integration and Application Electives (9 credit hours).**  
(6 credits must be from COMM)\_  
Choose 3 courses from the following:

		Credits	Grade	Term
COMM 4191	Internship	1-3		
COMM 4998	Undergraduate Research	1-3		
COMM 4511	User-Centered Web Design	3		
COMM 4555	Computer Interface and Human Identity	3		
COMM 4557	Comm Network Infrastruc	3		
COMM 4665	Human Comm in Social Ntw	3		
CS&E 2123	Data Structures Using Java	3		
PSYCH 3310	Sensation and Perception	3		
PSYCH 3312	Memory and Cognition	3		
PSYCH 5620	Technology, Efficiency and Happiness	3		

		Credits	Grade	Term
COMM 4191	Internship	1-3		
COMM 4998	Undergraduate Research	1-3		
COMM 3330(H)	Comm & Conflict Mgmt	3		
COMM 3331	Comm in Decision Mkg	3		
COMM 4556	Info Tech & Org Comm	3		
COMM 4557	Comm Network Infrastru	3		
COMM 4665	Human Comm in Social Networks	3		
BUS MHR 3100	Foundation Mgmt & HR	3		
BUS M&L 3150	Marketing Mgmt	3		
CS&E 2123	Data Structures Using Java	3		

**TOTAL HOURS** (minimum 34 credit hours) \_\_\_\_\_

(Add credits from sections 1, 2, 3, 4 and 5)

**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.

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**THE OHIO STATE UNIVERSITY**  
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**SCHOOL OF COMMUNICATION**



# COMMUNICATION-BA STRATEGIC COMMUNICATION (SCM)

2019-2020 Academic Year

Revised 9/2019



*This program leads to a Bachelor of Arts degree.  
Requirements for students admitted to the major SU12 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 you the ways in which organizations communicate with employees, the public, and other audiences in order to accomplish a goal. This major includes courses that examine communication through public relations, marketing communication, advertising, audience analysis, persuasion and public theory, and communication campaigns.

Students will train for careers in business and management or as communication specialists in organizations. They can find employment as public relations specialists, communication campaign and information managers, and 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](http://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 2367(H)	Persuasive Communication
COMM 3325	Introduction to Organizational Communication
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.)
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Credits	Grade	Term
4		

(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.

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SCHOOL OF COMMUNICATION

# COMMUNICATION-BA STRATEGIC COMMUNICATION

2019-2020 Academic Year

**3. Focus Area Electives (9 credit hours). Choose at least 3 from the list below.**

COMM 3330(H)	Communication and Conflict Management
COMM 3331	Communication and Decision Making
COMM 3333	Crisis Communication
COMM 3334	Strategic Message Design
COMM 3340	Principles of Environmental Campaigns
COMM 3345	Strategic Media Planning
COMM 3444	Advertising and Society
COMM 3628	Contemporary Persuasion Theory
COMM 3668	Intercultural Communication
COMM 4558	Social Media Analytics
COMM 4737	Health Communication in Mass Mediated Contexts
COMM 4820(H)	Public Opinion and Communication

Credits	Grade	Term
3		
3		
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**4. Special Topic Electives (6 credit hours). Choose at least 2 additional COMM courses that fit your career goals. Up to 3 credits each of Internship (COMM 4191) or Undergraduate Research Experience (COMM 4998) may count toward this requirement.**

COMM 2131*	Business and Professional Speaking
COMM 2110*	Public Speaking
	<i>*Only one COMM speaking course may be used in this category</i>
COMM 2511	Visual Communication Design
COMM 3332	Risk Communication
COMM 4191	Internship
COMM 4445	Stereotypes in Media
COMM 3558	Social Media
COMM 4556	Information Tech and Organizational Communication
COMM 4635	Small Group Communication
COMM 4998	Undergraduate Research Experience
COMM _____	_____
COMM _____	_____
COMM _____	_____

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

**TOTAL HOURS** (minimum 35 credit hours) \_\_\_\_\_  
(Add credits from sections 1, 2, 3, and 4)

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