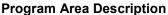
# COMMUNICATION-BA COMMUNICATION ANALYSIS and PRACTICE (CAP)

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.



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 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



## COMMUNICATION-BA COMMUNICATION ANALYSIS and PRACTICE (CAP)

2019-2020 Academic Year

3. <u>Focus Area Electives (18 credit hours)</u>. Choose at least 6 additional courses in the School of Communication. <u>At least 12 hours</u>, 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 Focus on Health. Science. Risk Communication				
COMM 3402	Crime and the News Media (3)	COMM 2596	Intro Health, Environ, Risk, & Sci Comm (3)	
COMM 3413	Media Entertainment (3)	COMM 3332	Risk Communication (3)	
COMM 3442	Violence in Society & Violence in Media (3)	COMM 3340	Principles of Environmental Campaigns (3)	
COMM 3466	Communication and Popular Culture (3)	COMM 3628	Contemporary Persuasion Theory (3)	
COMM 4401	Mass Communication and Youth (3)	COMM 4240(H)	Science Communication (3)	
COMM 4445	Stereotypes in Media (3)	COMM 4736	Health Comm in Interpersonal Contexts (3)	
COMM 4600	Communication and Emotion (3)	COMM 4737	Health Comm in Mass Mediated Context (3)	
COMM 4814	Political Communication (3)	COMM 4738	Health Comm and New Media (3)	
Focus on Inte	erpersonal Communication Processes	Focus on Com	munication for Advocacy and Politics	
COMM 3624	Communication in Personal Relationship (3)	COMM 3330(H) (	Communication and Conflict Management (3)	
COMM 3629	Language and Social Interaction (3)	COMM 3331	Communication and Decision Making (3)	
COMM 3662	Communication and Gender (3)	COMM 3404(H)	Media Law and Ethics (3)	
COMM 3667	Nonverbal Communication (3)	COMM 3628	Contemporary Persuasion Theory (3)	
COMM 3668	Intercultural Communication (3)	COMM 4814	Political Communication (3)	
COMM 4600	Communication and Emotion (3)	COMM 4820(H) F	Public Opinion and Communication (3)	
COMM 4635	Small Group Communication (3)	COMM 4853.01	New Media and Democracy (3)	
	1		<b>3</b> (-)	

#### **Focus Area Electives**

		Credits	Grade	Term
COMM	 _	3		
COMM		3		
		3		
COMM	 _	3		
COMM	 _	3		
COMM		3		

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

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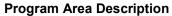
# COMMUNICATION-BA NEW MEDIA and COMMUNICATION TECHNOLOGY (COT)

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.



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 for application deadlines.

COMM 1100	Communication in Society
COMM 1101	History of Communication

Credits	Grade	Term
3		
3		

#### 1. Gre 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 <sup>(</sup> H)	Communication Research Methods
COMM 3165 <sup>^</sup>	Evaluation & Usability Testing
	^Prereg: Stats 1350, 1450 or equiv

Credits	Grade	Term
4		
4		

#### 3. Focus Area Electives (6 credit hours). Choose at least2 courses from the following:

		Credits	Grade	Term
COMM 3513	Video Games and the Individual	3		
COMM 3558/4554	Social Media	3		
COMM 4557	Communication Network Infrastructure	3		
COMM 4558	Social Media Analytics	3		
COMM 4665	Human Communication in Social Networks	3		
COMM 4738	Health Communication and New Media	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		
3		
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	·	

FOTAL HOURS (minimum 34 credit hours)	TOTAL HOURS (minimum 34 credit hours)
(Add gradite from specions 1, 2, 3, 4 and 5)	(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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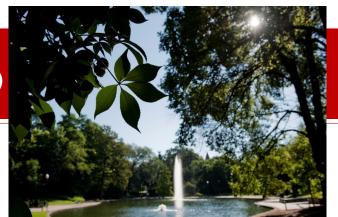
### COMMUNICATION-BA STRATEGIC COMMUNICATION (SCM)

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 for application deadlines.

COMM 1100 Communication in Society
COMM 1101 History of Communication

Credits	Grade	Term
3		
3		

Grade

Term

Credits

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

COMM 2321	Writing for Strategic Communication	3	
COMM 2331	Strategic Communication Principles	3	
COMM 2367(H)	Persuasive Communication	3	
COMM 3325	Introduction to Organizational Communication	3	
COMM 4337	Public Communication Campaigns	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		

(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.

Contact Information: School of Communication Advising Office, 3033 Derby Hall, 154 N. Oval Mall, Columbus, OH 43210



### COMMUNICATION-BA STRATEGIC COMMUNICATION

2019-2020 Academic Year

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

		Credits	Grade	rerm
COMM 3330(H)	Communication and Conflict Management	3		
COMM 3331	Communication and Decision Making	3		
COMM 3333	Crisis Communication	3		
COMM 3334	Strategic Message Design	3		
COMM 3340	Principles of Environmental Campaigns	3		
COMM 3345	Strategic Media Planning	3		
COMM 3444	Advertising and Society	3		
COMM 3628	Contemporary Persuasion Theory	3		
COMM 3668	Intercultural Communication	3		
COMM 4558	Social Media Analytics	3		
COMM 4737	Health Communication in Mass Mediated Contexts	3		
COMM 4820(H)	Public Opinion and Communication	3		

4. <u>Special Topic Electives (6 credit hours).</u> 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.

		Credits	Grade	Term
COMM 2131*	Business and Professional Speaking	3		
COMM 2110*	Public Speaking	3		
	*Only one COMM speaking course may be used in this category			
COMM 2511	Visual Communication Design	3		
COMM 3332	Risk Communication	3		
COMM 4191	Internship	1-3		
COMM 4445	Stereotypes in Media	3		
COMM 3558	Social Media	3		
COMM 4556	Information Tech and Organizational Communication	3		
COMM 4635	Small Group Communication	3		
COMM 4998	Undergraduate Research Experience	1-3		
COMM				
COMM				
COMM				

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

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