COMMUNICATION STUDIES - B.A.

College of Communication and Information
School of Communication Studies
www.kent.edu/comm

Examples of Possible Careers*

Meeting, convention, and event planners
- 7.8% faster than the average
- 138,600 number of jobs
- $51,560 potential earnings

Social and community service managers
- 17.0% much faster than the average
- 175,500 number of jobs
- $69,600 potential earnings

Public relations and fundraising managers
- 9.2% much faster than the average
- 88,000 number of jobs
- $118,430 potential earnings

Market research analysts and marketing specialists
- 17.7% much faster than the average
- 738,100 number of jobs
- $65,810 potential earnings

Contact Information
- School Director: Paul Haridakis | comm@kent.edu | 330-672-2659
- Speak with an Advisor
  - Ashtabula Campus
  - East Liverpool Campus
  - Kent Campus
  - Salem Campus
  - Stark Campus
  - Trumbull Campus
  - Tuscarawas Campus
- Chat with an Admissions Counselor

Fully Offered
- Delivery:
  - Online
  - In person
- Location:
  - Full program
    - Kent Campus
    - Stark Campus
  - Applied Communication concentration only
    - Ashtabula Campus
    - East Liverpool Campus
    - Salem Campus
    - Trumbull Campus
    - Tuscarawas Campus

*Note
Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Description
When employers are asked what they look for in new hires, communication skills top the list every time. The key to the Bachelor of Arts degree in Communication Studies is flexibility. The curriculum allows students to design an individual, communication-based program of coursework that prepares them for the future. The Communication Studies major provides students with the knowledge, skills and abilities to succeed across professional industries — from government and business to nonprofits and education. The program’s mission is to teach students to communicate effectively, lead responsibly, understand how communication affects identities, communities and cultures, think analytically and reason critically.

The Communication Studies major comprises the following concentrations (both of which are offered in-person or fully online):
- The Applied Communication concentration allows students to gain expertise in organizational communication, advanced presentational speaking, professional writing and visual design. Students combine theoretical knowledge and technical skills while mastering professional tasks such as conducting training seminars, creating web content, designing promotional materials, managing communication campaigns and writing press releases.
- The Communication Studies-General concentration features flexibility and choice. Students create a personalized plan of study tailored to their specific academic interests and career goals in areas such as global and intercultural communication, advocacy, social media, corporate communication and workplace consulting, presentational and motivational speaking, campaign design and more. This concentration is appropriate for those who have diverse academic interests. It permits students to take courses across the schools in the College of Communication and Information and provides space for electives that students could use to pursue a minor in another discipline.

Students may apply early to the Master of Arts degree in Communication Studies and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor’s/Master’s Degree Program Policy in the University Catalog for more information.

There are many study abroad/away opportunities. For more information contact the Office of Global Education or coordinator of the college’s International Study Programs.

Admission Requirements
The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.
First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State’s campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. Check with a regional campus admissions office to determine application requirements, as they may differ among campuses.

International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL level 112 Intensive Program. For more information, visit the admissions website for international students.

Transfer Students: For more information, visit the admissions website for transfer students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar’s website.

Program Learning Outcomes
Graduates of this program will be able to:

1. Display competence in verbal, nonverbal and written communication.
2. Advocate courses of action to stimulate improved decision-making.
3. Influence others through demonstrated presentational speaking skills.
4. Communicate ethically.
5. Foster inclusive dialogues and tailor messages that respect diversity, empower others and bring about social change.
6. Articulate creative, effective and evidenced-based solutions to communication problems.
7. Coordinate action, solve problems, foster well-being, engage in critical thinking and participate in civic life.
8. Communicate effectively in a technological, multicultural and global society to bring about meaningful social change.
9. Apply information and media literacy in an effective and ethical manner.

The program learning outcomes reflect the university's commitment to excellence in teaching, research, creativity and community outreach and engagement.

University Requirements
All students in a bachelor’s degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Program Requirements

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Requirements</td>
<td></td>
<td>Major Requirements (courses count in major GPA)</td>
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<tr>
<td></td>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>COMM 21000</td>
<td>COMMUNICATION GRAMMAR REVIEW (min C grade)</td>
<td>1</td>
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<tr>
<td></td>
<td>COMM 26000</td>
<td>CRITICISM OF PUBLIC DISCOURSE (DIVD) (KHUM)</td>
<td>3</td>
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<tr>
<td></td>
<td>or COMM 35852</td>
<td>INTERCULTURAL COMMUNICATION (DIVG)</td>
<td></td>
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<tr>
<td></td>
<td>or COMM 35912</td>
<td>GENDER AND COMMUNICATION (DIVD)</td>
<td></td>
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<tr>
<td></td>
<td>or COMM 46605</td>
<td>COMMUNICATION ACROSS THE LIFESPAN (DIVD)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>COMM 34000</td>
<td>DIFFICULT DECISIONS IN COMMUNICATION (WIC)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or COMM 45902</td>
<td>COMMUNICATION AND INFLUENCE (WIC)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>COMM 45092</td>
<td>INTERNSHIP IN COMMUNICATION STUDIES (ELR)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>or COMM 46091</td>
<td>SENIOR SEMINAR (ELR)</td>
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<tr>
<td></td>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level)</td>
<td></td>
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<tr>
<td>Additional Requirements</td>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
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<tr>
<td></td>
<td>College of Communication and Information Core Electives, choose from the following:</td>
<td></td>
<td>9</td>
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<tr>
<td></td>
<td>CCI 12001</td>
<td>PHOTOGRAPHY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EMAT 15310</td>
<td>CREATIVE CODING</td>
<td></td>
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</table>
EMAT 33310  HUMAN-COMPUTER INTERACTION
LIS 30010  INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND
MDJ 20001  MEDIA, POWER AND CULTURE (DIVD) (KSS)
MDJ 21008  SOCIAL MEDIA STRATEGIES
UXD 20001  INTRODUCTION TO USER EXPERIENCE DESIGN
VCD 13000  VISUAL DESIGN THINKING

Kent Core Composition
Kent Core Mathematics and Critical Reasoning
Kent Core Humanities and Fine Arts (minimum one from each)
Kent Core Social Sciences (must be from two disciplines)
Kent Core Basic Sciences (must include one laboratory)
Kent Core Additional
General Electives (total credit hours depends on earning 120 credits hour, including 39 upper-division credit hours)

Concentrations
Choose from the following:
Applied Communication
Communication Studies-General

Minimum Total Credit Hours: 120

1. Students who do not earn a minimum C grade in COMM 21000 after the second attempt may substitute ENG 31001 with advisor approval.
2. A minimum C grade is required in COMM 34000 or COMM 45902 to fulfill the writing-intensive requirement.
3. Students who take COMM 26000 will need to fulfill 6 credit hours of Kent Core Humanities and Fine Arts. Students who do not take COMM 26000 will need to fulfill 9 credit hours of Kent Core Humanities and Fine Arts.
4. Students who take MDJ 20001 to fulfill a College of Communication and Information Core Elective will need to fulfill 3 credit hours of Kent Core Social Sciences. Students who do not take MDJ 20001 will need to fulfill 6 credit hours of Kent Core Social Sciences.
5. A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

Applied Communication Concentration Requirements

<table>
<thead>
<tr>
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<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
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<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
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</tbody>
</table>

Semester One

<table>
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<td>CRITICISM OF PUBLIC DISCOURSE (DIVD)</td>
<td>3</td>
</tr>
<tr>
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<td>COMM 35852 or INTERCULTURAL COMMUNICATION (DIVG) or GENDER AND COMMUNICATION (DIVD) or COMMUNICATION ACROSS THE LIFESPAN (DIVD)</td>
<td></td>
</tr>
<tr>
<td>MDJ 20005</td>
<td>FUNDAMENTALS OF MEDIA MESSAGES</td>
<td>3</td>
</tr>
<tr>
<td>VCD 37000</td>
<td>VISUAL DESIGN FOR MEDIA</td>
<td>3</td>
</tr>
</tbody>
</table>

Communication and Information Interdisciplinary Electives, choose from the following:

- Communication and Information (CCI)
- Emerging Media and Technology (EMAT)
- Library and Information Science (LIS)
- Media and Journalism (MDJ)
- User Experience Design (UXD)

Communication Studies-General Concentration Requirements

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>COMM 35864</td>
<td>ORGANIZATIONAL COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 45807</td>
<td>HIGH PROFESSIONAL SPEAKING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20005</td>
<td>FUNDAMENTALS OF MEDIA MESSAGES</td>
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<td>VISUAL DESIGN FOR MEDIA</td>
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</table>

Minimum Total Credit Hours: 18

Communication Studies-General Concentration Requirements (courses count in major GPA)

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Minimum Total Credit Hours: 18

Concentration Requirements (courses count in major GPA)

Communication Studies (COMM) Electives

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Minimum Total Credit Hours: 18

Roadmaps

- Applied Communication Concentration
- Communication Studies-General Concentration

Applied Communication Concentration

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (1) must be completed in the semester listed to ensure a timely graduation.

Semester One

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<td>FUNDAMENTALS OF MEDIA MESSAGES</td>
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Credit Hours 16

Semester Two

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</tr>
<tr>
<td>College of Communication and Information Core Electives</td>
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<td>Kent Core Requirement</td>
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Credit Hours 16

Semester Three

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<tr>
<td>MDJ 20005</td>
<td>FUNDAMENTALS OF MEDIA MESSAGES</td>
<td>3</td>
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<td>Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level)</td>
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<td>Kent Core Requirement</td>
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Credit Hours 15

Semester Four

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<tr>
<td>VCD 37000</td>
<td>VISUAL DESIGN FOR MEDIA</td>
<td>3</td>
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</tbody>
</table>

Minimum Total Credit Hours: 120

Graduation Requirements

Minimum Major GPA 2.250
Minimum Overall GPA 2.000
College of Communication and Information Core Electives 3
Communication and Information Interdisciplinary Electives 3
Kent Core Requirement 3
Kent Core Requirement 3

Credit Hours 15

Semester Five
EMAT 10310 MY STORY ON THE WEB 3
Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level) 3
Kent Core Requirement 3
General Electives 6

Credit Hours 15

Semester Six
COMM 34000 or COMM 45902
DIFFICULT DECISIONS IN COMMUNICATION (WIC)
COMMUNICATION AND INFLUENCE (WIC)

General Electives 12

Credit Hours 15

Semester Seven
COMM 35864 ORGANIZATIONAL COMMUNICATION 3
COMM 45807 HIGH IMPACT PROFESSIONAL SPEAKING 3
General Electives 9

Credit Hours 15

Semester Eight
COMM 45092 or COMM 46091
INTERNSHIP IN COMMUNICATION STUDIES (ELR)
COMMUNICATION ACROSS THE LIFESPAN (DIVD)
General Electives 10

Credit Hours 15

Minimum Total Credit Hours: 120

Communication Studies-General Concentration

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One
COMM 15000 INTRODUCTION TO HUMAN COMMUNICATION (KADL) 3
UC 10097 DESTINATION KENT STATE: FIRST YEAR EXPERIENCE 1
College of Communication and Information Core Elective 3
Kent Core Requirement 3
Kent Core Requirement 3
Kent Core Requirement 3

Credit Hours 16

Semester Two
COMM 21000 COMMUNICATION GRAMMAR REVIEW 1
COMM 26000 CRITICISM OF PUBLIC DISCOURSE (DIVD) 3
COMM 35852 or INTERCULTURAL COMMUNICATION (DIVG) 3
COMM 35912 or GENDER AND COMMUNICATION (DIVD) 3
COMM 46605 or COMMUNICATION ACROSS THE LIFESPAN (DIVD) 3
Communication Studies (COMM) Elective 3
College of Communication and Information Core Elective 3
Kent Core Requirement 3

Credit Hours 15

Semester Three
Communication Studies (COMM) Elective 3
Kent Core Requirement 3
Kent Core Requirement 3
Kent Core Requirement 3
General Elective 3

Credit Hours 15

Semester Four
Communication Studies (COMM) Upper-Division Elective (30000 or 40000 level) 3
College of Communication and Information Core Elective 3
Kent Core Requirement 3
Kent Core Requirement 3
General Elective 3

Credit Hours 15

Semester Five
EMAT 10310 MY STORY ON THE WEB 3
Communication Studies (COMM) Upper-Division Elective (30000 or 40000 level) 3
Kent Core Requirement 3
General Electives 6

Credit Hours 15

Semester Six
COMM 34000 or COMM 45902
DIFFICULT DECISIONS IN COMMUNICATION (WIC)
COMMUNICATION AND INFLUENCE (WIC)

General Electives 9

Credit Hours 15

Semester Seven
Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level) 6
General Electives 9

Credit Hours 15

Semester Eight
COMM 45092 or COMM 46091
INTERNSHIP IN COMMUNICATION STUDIES (ELR)
COMMUNICATION ACROSS THE LIFESPAN (DIVD)
General Electives 7

Credit Hours 13

Minimum Total Credit Hours: 120