

# COMMUNICATION STUDIES - B.A.

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

## About This Program

Communication is the backbone of 21st century society and the modern economy — the driving force behind community action, societal change and many business endeavors. Whether you are interested in social media, digital communications/marketing, fundraising, human resources or any other field, with a Bachelor of Arts in Communication Studies, you'll master the skill employers consistently rank as most important in the workforce: effective communication. This program provides a foundation for success in careers across government, business, nonprofits and beyond. Read more...

## Contact Information

- **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: Kent Campus | Regional Campuses

## Program Delivery

- **Delivery:**
  - Fully 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

## Examples of Possible Careers and Salaries\*

### 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

## Additional Careers

- Corporate Training/Human Resources
- Project management
- Organizational/community advocacy
- Social media management
- Corporate communications
- Logistics
- Marketing specialists
- Arts, sports, and media
- Labor/industrial relations

\* Source of occupation titles and labor data comes 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.

## 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. For more information on admissions, contact the Regional Campuses admissions offices.

**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 or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information, visit the admissions website for international students.

**Transfer Students:** Students who have attended any other educational institution after graduating from high school must apply as undergraduate 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.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the program's Coursework tab.

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
COMM 26000	CRITICISM OF PUBLIC DISCOURSE (DIVD) (KHUM)	3
or COMM 35852	INTERCULTURAL COMMUNICATION (DIVG)	
or COMM 35912	GENDER AND COMMUNICATION (DIVD)	
or COMM 46605	COMMUNICATION ACROSS THE LIFESPAN (DIVD)	
COMM 34000	DIFFICULT DECISIONS IN COMMUNICATION (WIC) <sup>1</sup>	3
or COMM 45902	COMMUNICATION AND INFLUENCE (WIC)	
COMM 45092	INTERNSHIP IN COMMUNICATION STUDIES (ELR) <sup>2</sup>	3
or COMM 46091	SENIOR SEMINAR (ELR)	
EMAT 10310	MY STORY ON THE WEB	3
Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level)		6
<b>Additional Requirements (courses do not count in major GPA)</b>		
UC 10001	FLASHES 101	1
College of Communication and Information Core Electives, choose from the following:		9
CCI 10095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 12001	PHOTOGRAPHY	
CCI 40089	BRANDING AND SOCIAL MEDIA STRATEGIES FOR ITALIAN LIFESTYLE (DIVG) (ELR)	
CCI 40095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40189	ITALIAN POP CULTURE (DIVG) (ELR)	

CCI 40289	ITALIAN CINEMA (DIVG) (ELR)	
CCI 40389	DOCUMENTARY FILMMAKING (DIVG) (ELR)	
CCI 40489	MULTIMEDIA EXPERIENTIAL LEARNING (DIVG) (ELR)	
CCI 45089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)	
CCI 46089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)	
EMAT 25310	CREATIVE CODING	
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		6
Kent Core Mathematics and Critical Reasoning		3
Kent Core Humanities and Fine Arts (minimum one course from each) <sup>3</sup>		9
Kent Core Social Sciences (must be from two disciplines) <sup>4</sup>		6
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Additional		3
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours) <sup>5</sup>		38
<b>Concentrations</b>		
Choose from the following:		18
Applied Communication		
Communication Studies-General		
<b>Minimum Total Credit Hours:</b>		<b>120</b>

- <sup>1</sup> A minimum C grade is required in COMM 34000 or COMM 45902 to fulfill the writing-intensive requirement
- <sup>2</sup> Students may apply a maximum of 6 credit hours of **COMM 45092** toward their major requirements.
- <sup>3</sup> 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.
- <sup>4</sup> 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.
- <sup>5</sup> 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

Code	Title	Credit Hours
<b>Concentration Requirements (courses count in major GPA)</b>		
COMM 35864	ORGANIZATIONAL COMMUNICATION	3
COMM 45807	HIGH IMPACT PROFESSIONAL SPEAKING	3
VCD 37000	VISUAL DESIGN FOR MEDIA	3
Communication and Information Interdisciplinary Electives, choose from the following:		6
Any Communication and Information (CCI) course		
Any Emerging Media and Technology (EMAT) course		

Any Library and Information Science (LIS) course	
Any Media and Journalism (MDJ) course	
Any User Experience Design (UXD) course	
Any Visual Communication Design (VCD) course	
Additional Concentration Elective, choose from the following:	3
Any Communication and Information (CCI) course	
Any Communication Studies (COMM) course	
Any Emerging Media and Technology (EMAT) course	
Any Library and Information Science (LIS) course	
Any Media and Journalism (MDJ) course	
Any User Experience Design (UXD) course	
Any Visual Communication Design (VCD) course	

**Minimum Total Credit Hours: 18**

### Communication Studies-General Concentration Requirements

Code	Title	Credit Hours
<b>Concentration Requirements (courses count in major GPA)</b>		
Communication Studies (COMM) Electives		6
Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level)		12
<b>Minimum Total Credit Hours:</b>		<b>18</b>

### Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

### Roadmaps

#### Applied Communication 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		Credits
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
UC 10001	FLASHES 101	1
College of Communication and Information Core Electives		3
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>
Semester Two		
COMM 26000	CRITICISM OF PUBLIC DISCOURSE (DIVD) or (KHUM)	3
or	COMM 35852 or INTERCULTURAL COMMUNICATION (DIVG) or GENDER AND COMMUNICATION (DIVD)	
or	COMM 35912 or COMMUNICATION ACROSS THE LIFESPAN (DIVD)	
or	COMM 46605	
College of Communication and Information Core Electives		3
Communication and Information Interdisciplinary Electives		3
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>15</b>

Semester Three		
Communication Studies (COMM) Upper-Division Electives (30000 or 40000 level)		3
Communication and Information Interdisciplinary Electives		3
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3

**Credit Hours 15**

Semester Four		
VCD 37000	VISUAL DESIGN FOR MEDIA	3
College of Communication and Information Core Electives		3
Additional Concentration Elective		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	DIFFICULT DECISIONS IN COMMUNICATION or (WIC)	3
or	COMM 45902 or 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	INTERNSHIP IN COMMUNICATION STUDIES or (ELR)	3
or	COMM 46091 or SENIOR SEMINAR (ELR)	
General Electives		11

**Credit Hours 14**

**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		Credits
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
UC 10001	FLASHES 101	1
College of Communication and Information Core Elective		3
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
<b>Credit Hours</b>		<b>16</b>

**Semester Two**

COMM 26000	CRITICISM OF PUBLIC DISCOURSE (DIVD) or (KHUM)	3
COMM 35852	or INTERCULTURAL COMMUNICATION (DIVG) or GENDER AND COMMUNICATION (DIVD)	
COMM 35912	or COMMUNICATION ACROSS THE LIFESPAN (DIVD)	
COMM 46605		
Communication Studies (COMM) Elective		3
College of Communication and Information Core Elective		3
Kent Core Requirement		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	DIFFICULT DECISIONS IN COMMUNICATION or (WIC)	3
COMM 45902	or COMMUNICATION AND INFLUENCE (WIC)	
Communication Studies (COMM) Upper-Division Elective (30000 or 40000 level)		3
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	INTERNSHIP IN COMMUNICATION STUDIES or (ELR)	3
COMM 46091	or SENIOR SEMINAR (ELR)	
Communication Studies (COMM) Upper-Division Elective (30000 or 40000 level)		3
General Electives		8

**Credit Hours** 14

**Minimum Total Credit Hours:** 120

## 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.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

## Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## 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.

## Full 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 following master's degree programs 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.

- Master of Arts degree in Communication Studies
- Master of Arts degree in Media and Journalism
- Master of Arts degree in Visual Communication Design
- Master of Library Information Science degree in Library and Information Science
- Master of Science degree in Emerging Media and Technology
- Master of Science degree in Health Informatics
- Master of Science degree in Knowledge Management
- Master of Science degree in User Experience

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.