

COMMUNICATION STUDIES PUBLIC COMMUNICATION

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Seminar Critical Thinking	3	_____
MTH 121	Critical Thinking	3	_____
_____	Critical Thinking	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 103	Fund Speech-Communication	3	_____
MTH 121	Concepts and Applications Math (CT)	3	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
_____	Core II Social Science	3	_____
_____	Core II Fine Arts	3	_____

Additional University Requirements

_____	Writing Intensive (300/400 COLA Lit)	_____	_____
_____	Writing Intensive (300/400 COLA Lit)	_____	_____
_____	Multicultural or International	_____	_____
CMM 478	Capstone	_____	_____

COLLEGE-SPECIFIC

All liberal arts majors are required to complete the following College of Liberal Arts Requirements. These classes may not be counted towards Core II requirements.

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
_____	Foreign Language 101	3	_____	_____	300/400 COLA Social Science	3	_____
_____	Foreign Language 102	3	_____	_____	300/400 COLA Social Science	3	_____
_____	Foreign Language 203	3	_____	_____	COLA Social Science	3	_____
_____	Foreign Language 204	3	_____	_____	COLA Natural/Physical Science	4	_____
CMM 205	COLA Humanities	3	_____	_____	COLA International	3	_____
_____	300/400 COLA Literature (WI)	3	_____	_____	COLA Multicultural	3	_____
_____	300/400 COLA Literature (WI)	3	_____				

MAJOR-SPECIFIC

Students who wish to major in Communication Studies with a concentration in organizational communication must take the following major specific courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
CMM 302	Professional Presentations	3	_____	CMM ___	300/400 CMM Elective	3	_____
CMM 303	Intro to Communication Theory	3	_____	CMM ___	300/400 CMM Elective	3	_____
CMM 411	Communications Study & Research	3	_____	CMM ___	300/400 CMM Elective	3	_____
CMM 205	The Rhetorical World	3	_____	_____	300/400 Free Elective	3	_____
CMM 308	Persuasive Communication	3	_____	_____	Free Elective	3	_____
CMM 310	Argumentation and Debate	3	_____	_____	Free Elective	3	_____
CMM 402	Rhetorical Theory	3	_____	_____	Free Elective	3	_____
CMM 409	Theories of Persuasion and Change	3	_____	_____	Free Elective	1	_____
CMM 478	Senior Seminar	3	_____				

MAJOR INFORMATION

- The total number of free electives will depend on the amount of double and triple counting of requirements.
- See course attributes each semester for courses that meet multiple requirements.
- Questions about requirements should be directed to the College of Liberal Arts (304-696-2350). Core II and COLA requirements may not be double counted.
- Forty-eight credit hours (sixteen 3-hour courses) must be at the 300/400 level.
- Students must earn a C or better in ENG 201 and all foreign language courses.
- Minimum of 120 hours to graduate.

Milestone Course: This is a key success marker for your major. See your advisor to discuss importance of this course in your plan of study.

COMMUNICATION STUDIES PUBLIC COMMUNICATION

The Communication Studies Department offers a variety of courses and major concentrations which are designed to provide current knowledge, cognitive abilities, and competencies in communication. The Public Communication concentration is intended for students seeking public roles in the legal, political, and/or other communication settings of democratic society, as well as graduate work in communication.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ENG 101	Beginning Composition	3	_____	CMM 302	Professional Presentations	3	_____
	FYS 100	First Year Sem Critical Thinking	3	_____	ENG 201	Advanced Composition	3	_____
	_____	Core II Social Science	3	_____	_____	Critical Thinking	3	_____
	MTH 121	Concepts and Applications Math (CT)	3	_____	_____	Core II Humanities	3	_____
	CMM 103	Fund Speech-Communication	3	_____	_____	Core II Fine Arts	3	_____
	UNI 100	Freshman First Class	1	_____				
	TOTAL HOURS		16		TOTAL HOURS		15	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	CMM 303	Intro Communication Theory	3	_____	_____	COLA Natural/Physical Science	4	_____
	_____	Foreign Language 101	3	_____	_____	Foreign Language 102	3	_____
	_____	Core II Natural/Physical Science	4	_____	CMM 205	COLA Humanities: Rhetorical World	3	_____
	_____	COLA Social Science	3	_____	_____	300/400 COLA Literature (WI)	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	TOTAL HOURS		16		TOTAL HOURS		16	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	_____	Foreign Language 203	3	_____	_____	Foreign Language 204	3	_____
	_____	300/400 COLA Social Science	3	_____	CMM 310	Argumentation and Debate	3	_____
	_____	300/400 COLA Multicultural	3	_____	CMM 402	Rhetorical Theory	3	_____
	_____	Multicultural/International	3	_____	_____	300/400 COLA Social Science	3	_____
	CMM 308	Persuasive Communication	3	_____	_____	300/400 Free Elective	3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	CMM 409	Theories of Persuasion and Change	3	_____	CMM 478	Senior Seminar (C)	3	_____
	CMM 411	Communications Study & Research	3	_____	CMM ___	300/400 CMM Elective	3	_____
	_____	300/400 COLA Literature (WI)	3	_____	_____	Free Elective	3	_____
	_____	300/400 COLA International	3	_____	CMM ___	300/400 CMM Elective	3	_____
	_____	300/400 CMM Elective	3	_____				
	TOTAL HOURS		15		TOTAL HOURS		12	
	Summer Term (optional):							

Milestone Course: This is a key success marker for your major. See your advisor to discuss importance of this course in your plan of study.

● General Education Requirement
■ College Requirement
◆ Major Requirement
◆ Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss importance of this course in your plan of study.

COMM STUDIES: PUBLIC COMMUNICATION – 2020-2021

INVOLVEMENT OPPORTUNITIES

- Student Government Association
- Campus Activity Board
- JMELI
- Commuter Student Advisory Board
- Club Sports
- Religious Organizations
- Political Organizations
- Residence Hall Association
- Cultural Organizations
- National Society of Leadership and Success
- Greek Life

RELATED MAJORS

- English
- Political Science
- Public Relations
- Humanities
- Sociology
- Journalism
- Marketing
- Social Work

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.00 or higher;
- Have an overall Grade Point Average of 2.00 or higher in the major area of study;
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.

YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Attend an intercultural festival or event on campus or in town.



Take a career self-assessment to help determine what majors and minors fit your talents and interests.



Join the Communication Studies Student Club.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.

YEAR THREE



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Join professional organizations such as the National Communication Association and see the cutting edge of the field.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Consider applying for a summer internship. Check with the Director of Undergraduate Studies in the department or with the Office of Career Education.



National Student Exchange: Study away for one semester and gain a different perspective. Choose from institutions across the US, US territories, or Canada.



Join the Thundering Word, Marshall University's competitive, internationally known Speech and Debate Team.



Explore peer leadership opportunities through the FAM Program, or apply to be a UNI Peer Mentor.

YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Run for Student Government and represent your fellow students while making a longterm difference on Marshall's Campus.



Attend an intercultural festival or event on campus or in town.



Join the Thundering Word, Marshall University's competitive, internationally known Speech and Debate Team.



College is a great time to experience the world! Consider studying abroad in the summer, during Spring Break, or for an entire semester.



Meet with a career education specialist to conduct a "gap analysis." Figure out the skills you'll need for the career you want while you still have time to build them.



Attend civic meetings, such as the school board, neighborhood associations, city council, or important state legislative sessions.

YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



No need to wait until graduate school. Discuss undergraduate research opportunities with faculty in your major right now.



Join Lambda Pi Eta, the National Communications Honor Society, to be recognized for your hard work and enjoy post-graduation benefits.



Prepare to present at the COLA Undergraduate Research and Creativity Conference in April.



Want to continue your education and increase your opportunities for career advancement? Talk to our Graduate Director about whether graduate school fits your career goals.



Explore peer leadership opportunities through the FAM Program, or apply to be a UNI Peer Mentor.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Critical Thinking Skills
- Problem Solving Skills
- Oral and Written Communication Skills
- Strategic Thinking
- Audience Awareness
- Teamwork and Collaboration Skills
- Research and Analytical Skills
- Project Planning and Execution
- Leadership
- Cultural Understanding

ASSOCIATED CAREERS

- Public Relations Specialist
- College Alumni/Development Officer
- Marketing Executive
- Political Consultant
- Diplomat or Foreign Service Officer
- Attorney
- Educator
- Web Content Manager
- Journalist
- Government Official
- Business Executive



Marshall University
College of Liberal Arts
1 John Marshall Drive
Huntington, WV 25755
1-304-696-2350
cola@marshall.edu
marshall.edu/cola