Bachelor of Arts and Bachelor of General Studies in Communication Studies

Career Opportunities

A major in communication studies is helpful for careers in business and industry, education, foreign service, health care, human resources, law, politics and government, public relations, religion, sales and marketing, social service agencies, and technology. All occupations and human concerns involve communication in some form.

Admission to the Major

Admission Criteria

Course Requirements

Admission to the major

1. Students must have completed COMS 130 or COMS 131, or have satisfied exemption requirements.
2. Students must have completed two of the following courses: COMS 210, COMS 232, COMS 238, COMS 244, COMS 246.
3. Students must have completed one of the following courses: COMS 230, COMS 235, COMS 330, COMS 331, COMS 342, COMS 307.

Grade-Point Average Requirements

Students must earn a minimum grade-point average of 2.75 or higher in COMS 130 and the courses designated for admission to the student’s selected track. Grades in other COMS courses are not considered for admission to the major. KU’s course repeat policy applies to grade-point average calculation.

Application Term

Students should apply to the major during the semester in which major admission criteria will be completed. This is normally no later than 60 hours, or for transferring students, normally during the initial term at KU. Application to this major after completion of 60 hours, or the initial KU term for transfer students, will likely delay graduation.

Requirements for the B.A. or B.G.S. Major

Prerequisite Knowledge (3)

Majors must complete a public speaking requirement as specified below. Note: COMS 130 and COMS 131 do not contribute to the minimum number of hours required for the major.

Speaker-Audience Communication. Satisfied by one of the following: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 130</td>
<td>Speaker-Audience Communication</td>
</tr>
<tr>
<td>COMS 131</td>
<td>Speaker-Audience Communication, Honors</td>
</tr>
</tbody>
</table>

Exemption

Communication Studies Core Knowledge and Skills (0)

Majors select two concentrations of courses, one designated as primary and one as secondary. To complete the major, students must complete 33 credit hours, distributed as:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 230</td>
<td>Fundamentals of Debate</td>
</tr>
<tr>
<td>COMS 331</td>
<td>Persuasive Speaking</td>
</tr>
</tbody>
</table>

Students pursuing the Rhetoric Concentration take the following two courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMS 230</td>
<td>Fundamentals of Debate</td>
</tr>
<tr>
<td>COMS 331</td>
<td>Persuasive Speaking</td>
</tr>
</tbody>
</table>

Students pursuing the Interpersonal/Intercultural concentration choose two courses from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 246</td>
<td>Introduction to Intercultural Communication</td>
</tr>
<tr>
<td>COMS 330</td>
<td>Effective Business Communication</td>
</tr>
<tr>
<td>COMS 331</td>
<td>Persuasive Speaking</td>
</tr>
</tbody>
</table>

Students pursuing the Political Communication/Social Influence concentration choose two courses from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMS 307</td>
<td>Introduction to Political Communication</td>
</tr>
<tr>
<td>COMS 330</td>
<td>Effective Business Communication</td>
</tr>
<tr>
<td>COMS 331</td>
<td>Persuasive Speaking</td>
</tr>
</tbody>
</table>

Students pursuing the Organizational Communication concentration choose two courses from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 330</td>
<td>Effective Business Communication</td>
</tr>
<tr>
<td>COMS 331</td>
<td>Persuasive Speaking</td>
</tr>
<tr>
<td>COMS 342</td>
<td>Problem-Solving in Teams and Groups</td>
</tr>
</tbody>
</table>

Methods classes (6)

All students in all concentrations take the two methods courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 235</td>
<td>Introduction to Rhetoric and Social Influence</td>
</tr>
<tr>
<td>COMS 356</td>
<td>Introduction to Behavioral Research Methods in Communication</td>
</tr>
</tbody>
</table>

Depth of discipline (12 hours). Coursework in upper-level electives emphasizes students’ primary concentration. Students may take as many as three courses (9 hours) of upper-level electives in their primary concentration. The fourth course should be taken in their secondary concentration. Note: the secondary concentration courses must be chosen from the same concentration area for both the breadth and depth of discipline requirements. (12)

Capstone experience (3)

Students take a capstone course in their primary or secondary concentration or meet this requirement with other approved elements.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 496</td>
<td>Capstone in: _____</td>
</tr>
</tbody>
</table>
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Upper-level elective options

Rhetoric Concentration: Understanding Messages
- COMS 335 Rhetoric, Politics & Mass Media
- COMS 435 Forms and Styles of American Public Discourse
- COMS 551 The Rhetoric of Black Americans
- COMS 552 The Rhetoric of Women’s Rights
- COMS 535 American Public Address I
- COMS 536 American Public Address II
- COMS 539 Argumentation
- COMS 554 The Rhetoric of Popular Culture
- COMS 560 Rhetoric of War
- COMS 603 Topics in Presidential Rhetoric
- COMS 605 Speech Writing

Interpersonal/Intercultural Concentration: Relating to Others
- COMS 440 Communication and Gender
- COMS 447 African-American Communication
- COMS 544 Advanced Interpersonal Communication
- COMS 546 Communication Across the Lifespan
- COMS 547 Communication and Culture
- COMS 555 Family Communication
- COMS 557 East-Asian Communication
- COMS 590 Nonverbal Communication
- COMS 654 Social Science Approaches to the Media

Political Communication/Social Influence Concentration: Influencing Others
- COMS 310 Introduction to Organizational Communication
- COMS 335 Rhetoric, Politics & Mass Media
- COMS 425 Communication and the American Presidency
- COMS 450 Ethics and Political Communication
- COMS 453 Political Campaigns
- COMS 437 Ethics and Political Communication
- COMS 537 Communication in Conflict Resolution
- COMS 538 Persuasion Theory and Research
- COMS 539 Argumentation
- COMS 607 Political Communication
- COMS 639 Legal Communication
- COMS 654 Social Science Approaches to Media

Major Hours
Satisfied by 33 hours of major courses.

Major Hours in Residence
Satisfied by a minimum of 15 hours of KU resident credit in the major.

Major Junior/Senior Hours
Satisfied by a minimum of 18 hours from junior/senior courses (300+) in the major.

Major Junior/Senior Graduation GPA
Satisfied by a minimum of a 2.0 KU GPA in junior/senior courses (300+) in the major. GPA calculations include all junior/senior courses in the field of study including F’s and repeated courses. See the Semester/Cumulative GPA Calculator (http://clas.ku.edu/undergrad/tools/gpa).

Sample 4-year plans for the BA degree in Communication Studies with the following concentrations, can be found here: Rhetoric (http://catalog.ku.edu/liberal-arts-sciences/communication-studies/ba-bgs/ba-rhetoric), Interpersonal/Intercultural Communication (http://catalog.ku.edu/liberal-arts-sciences/communication-studies/ba-bgs/ba-interpersonal-intercultural-communication), Political Communication/Social Influence (http://catalog.ku.edu/liberal-arts-sciences/communication-studies/ba-bgs/ba-political-communication-social-influence), and Organizational Communication (http://catalog.ku.edu/liberal-arts-sciences/communication-studies/ba-bgs/ba-organizational-communication), or by using the left-side navigation.

Sample 4-year plans for the BGS degree in Communication Studies will be coming soon.

Departmental Honors
Outstanding undergraduates may earn departmental honors if they meet the following criteria:

1. A grade-point average at the time of graduation of at least 3.25 overall and 3.5 in communication studies courses.

2. Completion of an honors thesis involving independent research — either a single comprehensive project or an integration of several related projects. Completion requires satisfactory defense of the thesis in an oral examination and submission of a satisfactory thesis manuscript to the department office by one month before graduation. Independent research for the thesis must be conducted under the direction of a faculty member. The student must be enrolled with that instructor in 2 to 6 hours of COMS 498, usually over two semesters.