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.

Students should meet with departmental academic advisor or faculty member to declare a Communication Studies major.

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:  

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</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>

**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:

Breadth of discipline (6 hours). All students choose two introductory classes from the following list, one for their primary concentration and one for 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) (6)

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 210</td>
<td>Communication in Organizational and Professional Contexts</td>
</tr>
<tr>
<td>COMS 232</td>
<td>The Rhetorical Tradition</td>
</tr>
<tr>
<td>COMS 238</td>
<td>Cases in Persuasion (for the Political Communication/Social Influence concentration))</td>
</tr>
<tr>
<td>COMS 244</td>
<td>Introduction to Interpersonal Communication Theory (for the Interpersonal/Intercultural concentration))</td>
</tr>
<tr>
<td>COMS 246</td>
<td>Introduction to Intercultural Communication</td>
</tr>
</tbody>
</table>

Skills classes (6 hours). Students choose two skills courses from their primary concentration. (6)

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</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>Description</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 Interpersonal/Intercultural concentration choose two courses from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 246</td>
<td>Introduction to Intercultural Communication</td>
</tr>
</tbody>
</table>

Methods classes (6)

All students in all concentrations take the two methods courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</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>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMS 496</td>
<td>Capstone in: ______</td>
</tr>
</tbody>
</table>
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 544 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
COMS 560 Communication, Media and
Terrorism Organizational Communication
Concentration: Communicating Professionally
COMS 310 Introduction to Organizational Communication COMS 410
Micro-Level Organizational Communication
COMS 411 Macro-Level Organizational Communication COMS 412 Communication in Distributed Organizations COMS 440
Communication and Gender COMS 485
Communication and Organizational Change
COMS 537 Communication in Conflict
Resolution COMS 538 Persuasion Theory
and Research COMS 590 Nonverbal
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
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 can
be found by using the left-side navigation.
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.