

## **Communication, BA** (11.4.2021)

The Communication program is designed to provide students with a comprehensive understanding of the nature of communication to prepare them for living and working in a diverse and complex society. Reflecting the flexibility of our program, our curriculum is designed around general thematic areas. This structure allows students to combine courses to meet their personal and professional needs.

### **Student Learning Outcomes**

**Students graduating from the Communication, BA program, will be able to:**

**1. Create oral and written messages appropriate to the audience, purpose, and context**

Communication graduates are able to adapt to different audiences, utilize credible evidence and sound reasoning, and adjust messages appropriately using a variety of communication channels.

**2. Employ communication theories, perspectives, principles, and concepts**

Communication graduates are able to explain, synthesize, apply, and critique communication theories, perspectives, principles, and concepts.

**3. Critically analyze messages**

Communication graduates are able to identify meanings embedded in messages and recognize the influence of messages; they engage in active listening with others and enact mindful responses to messages.

**4. Identify and overcome impediments (change to barriers?) to successful communication**

Communication graduates are able to identify barriers to effective information exchange and adjust their communication practices when necessary.

**5. Apply ethical communication principles and practices to their work**

Communication graduates are prepared to communicate with ethical intention, are able to evaluate the ethical elements of communication situations, and propose solutions for (un)ethical communication.

**6. Utilize communication in diverse cultural contexts**

Communication graduates recognize and respect diverse perspectives, are able to foster connection among diverse groups of people, and are able to adapt their communication in diverse cultural contexts.

**7. Influence discourse**

Communication graduates are able to frame and evaluate relational, local, national, and/or global issues using a communication perspective to productively respond to those issues.

# Curriculum Map

The curriculum map below visualizes the alignment between our student learning outcomes and the courses in our program.

Courses	1. Message Creation	2. Employ Theory	3. Critical Analysis	4. Address Barriers	5. Ethical Practice	6. Cultural Adaptation	7. Influence Discourse
*COMM 1000/1007- Public Speaking	1	1	1	1	1	1	1
COMM 2010- Communication in Society	1	1	1		1	1	1
COMM 2400- Intro to Workplace Communication	1	1		1	1	1	1
COMM 2410- Small Group Communication		1	1	1	1	1	1
COMM 3100- Speaking Before Audiences	2	2	2	2	2	2	2
COMM 3110- Persuasion	2	3	3	2	2	2	2
COMM 3300- Communication in Conflict		2		2	2	1	2
COMM 3400- Organizational Communication		2	2	2	3	2	2
COMM 3450- Intercultural Communication		2	2	3	2	3	3
*COMM 3500- Foundations of Human Communication		3	2	2			3
*COMM 3510- Research in Human Communication			3		1		
*COMM 3600- Foundations of Rhetoric & Social Influence	3	3	3		2		3
*COMM 3610- Research in Rhetoric & Social Influence			3		1		
COMM 3700- Argumentation	3	3	2	2	2	3	3
COMM 3800- Family Communication		2	2	2	2	2	
COMM 4100- Social Movements		3	3	3		3	3
COMM 4410- Theories of Leadership	2	3		3	3		3
COMM 4420- Communication & Creativity	2	3	3	2			3
COMM 4430- Communication Training & Consulting	3	3	3	3	2	2	3
COMM 4480- Health Promotion Message & Design	3	3	3	3	2	3	3
COMM 4500- Communication & Cognition		3	3				
COMM 4700- Legal Communication	2	3	3	3	3		3
COMM 4800- Interpersonal Communication	2	3	3	2		2	3
COMM 4810- Nonverbal Communication		3	3	2		2	
*COMM 4920- Internship							
COMM 5430- Gender, Work, & Communication		3	3	3	3	3	3
COMM 5470- Health Communication	2	3	3	2	2	1	2
COMM 5600- Political Communication		3	3	3		2	3
COMM 5700- Discourse in Social Life		3	3				3
CMJN 3650- Rhetoric of Sports**		3	3				3
CMJN 4400- Gender Communication**		3	3	3			3

1 = Introduction; 2 = Reinforcement; 3 = Emphasis

\* Required course: Note: Students take either COMM 3510 or COMM 3610; COMM 4920 is not mapped due to significant variations in internships.

\*\* May be taken as a COMM course