Professional Communication major:

I. CORE: Nine core courses focus on human communication (27 credits total):
These eight foundational courses are taken by all professional communication majors. They identify the sources of persuasion and help the students develop his/her communicative potential.

- COM103 Principles of Professional Communication: Strategy (3cr)
- COM104 Persuasion (3cr)
- COM110 Small Group Dynamics
- COM112 Interpersonal Communication
- ENG224 Public Speaking (3cr)
- COM208 Intercultural Communication (3cr)
- COM303 Communication Ethics (3cr)
- COM306 Organizational Communication (3cr)

In addition, Prof. Comm. Majors take a LIT300+ (3cr)

All Communication majors are encouraged to take FAS142 Photography for their Fine Arts Core and either CSC110 Information Infrastructure I — Java OR MAT105 Statistics for their math core.

II. VOCATIONAL: Professional preparation courses (12 credits): Vocational preparation courses designed to connect students with professional organizations, businesses, and practitioners in their chosen field of communication.

- COM101 Freshman Comm Seminar I (1cr)
- COM102 Freshman Comm Seminar II (1cr)
- COM201 Sophomore Comm Seminar I (1cr)
- COM202 Sophomore Comm Seminar II (1cr)
- COM301 Junior Comm Seminar I (2cr)
- COM302 Junior Comm Seminar II (2cr)
- COM401 Senior Comm Seminar I (2cr)
- COM402 Senior Comm Seminar II (2cr)

III. SPECIALIZATION ELECTIVES—five courses (15 credits): Elective courses are offered in four concentrations which apply foundational principles to specific areas, technologies, and professional practices.

IV. Campus Media — In addition, students must participate in a minimum of at least 4 semesters in at least two of the approved campus media project (Cardinal Connection, CardinalCast, etc.).

Concentration #1 Journalism, Broadcast, & Filmmaking (journalism, broadcast, filmmaking, and media studies)
Concentration #2: Corporate Communication (public relations; advertising; health and biomedical communication; science, energy, & environmental communication; social advocacy, and pre-law)
Concentration #3: Graphic Design and Web Communication (graphic design, publishing, web authoring, internet entrepreneurship)
Concentration #4: Creative Writing

PROGRAM TOTAL: 54 credits