

# COMMUNICATION MAJOR

**Program Director:** Leah Waks, Ph.D.

Communication takes as its subject matter the history, processes, and effects of human communication through speech and its extensions. The departmental curriculum is designed to provide a liberal education in the arts and sciences of human communication as well as preparation for career opportunities in business, government, education, law, and related fields. Students pursue academic programs that emphasize many disciplinary areas, including intercultural communication, political communication, public relations, negotiation and conflict management, cognition and persuasion, rhetorical theory, risk communication, history of rhetoric, and criticism of public discourse. Departmental advising is mandatory for new majors, second semester sophomores, and seniors.

## Program Learning Outcomes

Upon completion of the degree program in Communication, students should be able to demonstrate the following knowledge and skills:

1. An ability to distinguish among a variety of theoretical approaches in the communication discipline and use them appropriately and effectively in academic and professional work.
2. An ability to conduct research and write research reports employing social scientific and/or humanistic approaches in the communication discipline.
3. An ability to argue clearly and effectively in a speech.

## REQUIREMENTS

The course of study for a Communication major must satisfy all of the following requirements:

Course	Title	Credits
College Requirements ( <a href="https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegerequirementstext">https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegerequirementstext</a> )		
<b>Oral Communication</b>		
Select one of the following:		3
COMM107	Oral Communication: Principles and Practices	
COMM200	Critical Thinking and Speaking	
COMM230	Argumentation and Debate	
<b>Modes of Communication Inquiry</b>		
COMM250	Introduction to Communication Inquiry	3
<b>Fundamentals of Communication Skills</b>		
COMM130	Professional Communication and Writing	1
Select one of the following:		3
BMGT230	Business Statistics	
STAT100	Elementary Statistics and Probability	
QMMS251	Introduction to Educational Statistics	
CCJS200	Statistics for Criminology and Criminal Justice	
PSYC200	Statistical Methods in Psychology	
SOCY201	Introductory Statistics for Sociology	
Select one of the following specializations:		36
Communication Studies		
Health and Science Communication		
Media and Digital Communication		

Political Communication and Public Advocacy	
Public Relations	
<b>Total Credits</b>	<b>46</b>

## Communication Studies

Course	Title	Credits
<b>Communication Theory &amp; Principles</b>		
Select two of the following:		6
COMM201	Introduction to Public Relations	
COMM301	Rhetorical Theories	
COMM302	Communication Science Theories	
COMM303	Media Theory	
<b>Research Methods</b>		
COMM304	Communication Research Literacy	3
Select one of the following:		3
COMM305	Qualitative Communication Research Methods	
COMM306	Rhetorical Methods in Communication	
COMM307	Quantitative Methods in Communication	
<b>Communication &amp; Society</b>		
Select one of the following Leadership & Social Change courses:		3
COMM330	Argumentation and Public Policy	
COMM385	Influence	
COMM420		
COMM421		
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM425	Negotiation and Conflict Management	
COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM436		
COMM448	Special Topics in Public Relations	
COMM449	Special Topics in Digital Communication	
COMM455		
COMM459	Special Topics in Science Communication	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM462	Visual Communication	
COMM469	The Discourse of Social Movements	
COMM470	Listening	
COMM475	Persuasion	
Select one of the following Diversity & Inclusion courses:		3
COMM324	Communication and Gender	
COMM360	The Rhetoric of Black America	
COMM382	Essentials of Intercultural Communication	
COMM454		
COMM460	Public Life in American Communities, 1634-1900	
<b>Applied</b>		
Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
Select one of the following:		3

COMM311	Peer Consulting in Oral Communication	
COMM330	Argumentation and Public Policy	
COMM331	News Writing and Reporting for Public Relations	
COMM370	Mediated Communication	
COMM371	Communication and Digital Media	
COMM375	Documentary Theory and Practice	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
COMM425	Negotiation and Conflict Management	
COMM426	Conflict Management	
COMM455		
<b>Electives</b>		
3xx or 4xx-Level COMM Electives		12
<b>Total Credits</b>		<b>36</b>

## Health and Science Communication

Course	Title	Credits
<b>Communication Theory &amp; Principles</b>		
COMM302	Communication Science Theories	3
Select one of the following:		3
COMM201	Introduction to Public Relations	
COMM301	Rhetorical Theories	
COMM303	Media Theory	
<b>Research Methods</b>		
COMM304	Communication Research Literacy	3
Select one of the following Research Methods courses:		3
COMM305	Qualitative Communication Research Methods	
COMM306	Rhetorical Methods in Communication	
COMM307	Quantitative Methods in Communication	
<b>Communication &amp; Society</b>		
Select one of the following Leadership & Social Change courses:		3
COMM330	Argumentation and Public Policy	
COMM385	Influence	
COMM420		
COMM421		
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM425	Negotiation and Conflict Management	
COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM436		
COMM448	Special Topics in Public Relations	
COMM449	Special Topics in Digital Communication	
COMM455		
COMM459	Special Topics in Science Communication	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM462	Visual Communication	
COMM469	The Discourse of Social Movements	
COMM470	Listening	
COMM475	Persuasion	
Select one of the following Diversity & Inclusion courses:		3

COMM324	Communication and Gender	
COMM360	The Rhetoric of Black America	
COMM382	Essentials of Intercultural Communication	
COMM454		
COMM460	Public Life in American Communities, 1634-1900	
<b>Applied</b>		
Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	
COMM330	Argumentation and Public Policy	
COMM331	News Writing and Reporting for Public Relations	
COMM370	Mediated Communication	
COMM371	Communication and Digital Media	
COMM375	Documentary Theory and Practice	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
COMM425	Negotiation and Conflict Management	
COMM426	Conflict Management	
COMM455		
Select four of the following specialization electives: <sup>1</sup>		12
<b>Specialization Electives</b>		
COMM390	Health Communication	
COMM419	Special Topics in Health Communication	
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM426	Conflict Management	
COMM427	Crisis Communication	
COMM435	Theories of Interpersonal Communication	
COMM459	Special Topics in Science Communication	
<b>Total Credits</b>		<b>36</b>

<sup>1</sup> The same course cannot be used to fulfill more than one requirement.

## Media and Digital Communication

Course	Title	Credits
<b>Communication Theory &amp; Principles</b>		
COMM303	Media Theory	3
Select one of the following:		3
COMM201	Introduction to Public Relations	
COMM301	Rhetorical Theories	
COMM302	Communication Science Theories	
<b>Research Methods</b>		
COMM304	Communication Research Literacy	3
Select one of the following Research Methods courses:		3
COMM305	Qualitative Communication Research Methods	
COMM306	Rhetorical Methods in Communication	
COMM307	Quantitative Methods in Communication	
<b>Communication &amp; Society</b>		
Select one of the following Leadership & Social Change courses:		3

COMM330	Argumentation and Public Policy	
COMM385	Influence	
COMM420		
COMM421		
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM425	Negotiation and Conflict Management	
COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM448	Special Topics in Public Relations	
COMM449	Special Topics in Digital Communication	
COMM455		
COMM459	Special Topics in Science Communication	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM462	Visual Communication	
COMM469	The Discourse of Social Movements	
COMM470	Listening	
COMM475	Persuasion	
Select one of the following Diversity & Inclusion courses:		3
COMM324	Communication and Gender	
COMM360	The Rhetoric of Black America	
COMM382	Essentials of Intercultural Communication	
COMM454		
COMM460	Public Life in American Communities, 1634-1900	

**Applied**

Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	
COMM386	Experiential Learning	
COMM388	Communication Practicum	

Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	
COMM330	Argumentation and Public Policy	
COMM331	News Writing and Reporting for Public Relations	
COMM370	Mediated Communication	
COMM371	Communication and Digital Media	
COMM375	Documentary Theory and Practice	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
COMM425	Negotiation and Conflict Management	
COMM426	Conflict Management	
COMM455		

**Specialization Electives**

Select four of the following specialization electives: <sup>1</sup>		12
COMM365	Social Media & Digital Culture	
COMM370	Mediated Communication	
COMM371	Communication and Digital Media	
COMM372	Communication, Meaning, and Digital Media	
COMM373	Communication and Digital Visual Narrative	
COMM374	Communicating Visually: Message Production and Digital Media	
COMM375	Documentary Theory and Practice	
COMM376	Communication through Advocacy Short Film	

COMM449	Special Topics in Digital Communication	
COMM468	Seminar in Mediated Communication	
<b>Total Credits</b>		<b>36</b>

<sup>1</sup> The same course cannot be used to fulfill more than one requirement.

## Political Communication and Public Advocacy

Course	Title	Credits
<b>Communication Theory &amp; Principles</b>		
COMM301	Rhetorical Theories	3
Select one of the following:		3
COMM201	Introduction to Public Relations	
COMM302	Communication Science Theories	
COMM303	Media Theory	
<b>Research Methods</b>		
COMM304	Communication Research Literacy	3
Select one of the following Research Methods courses:		3
COMM305	Qualitative Communication Research Methods	
COMM306	Rhetorical Methods in Communication	
COMM307	Quantitative Methods in Communication	
<b>Communication &amp; Society</b>		
Select one of the following Leadership & Social Change courses:		3
COMM330	Argumentation and Public Policy	
COMM385	Influence	
COMM420		
COMM421		
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM425	Negotiation and Conflict Management	
COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM436		
COMM448	Special Topics in Public Relations	
COMM449	Special Topics in Digital Communication	
COMM455		
COMM459	Special Topics in Science Communication	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM462	Visual Communication	
COMM469	The Discourse of Social Movements	
COMM470	Listening	
COMM475	Persuasion	
Select one of the following Diversity & Inclusion courses:		3
COMM324	Communication and Gender	
COMM360	The Rhetoric of Black America	
COMM382	Essentials of Intercultural Communication	
COMM454		
COMM460	Public Life in American Communities, 1634-1900	
<b>Applied</b>		
Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	

COMM386	Experiential Learning	
COMM388	Communication Practicum	
Select one of the following:		3
COMM311	Peer Consulting in Oral Communication	
COMM330	Argumentation and Public Policy	
COMM331	News Writing and Reporting for Public Relations	
COMM370	Mediated Communication	
COMM371	Communication and Digital Media	
COMM375	Documentary Theory and Practice	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
COMM425	Negotiation and Conflict Management	
COMM426	Conflict Management	
COMM455		
<b>Specialization Electives</b>		
Select four of the following specialization electives: <sup>1</sup>		12
COMM330	Argumentation and Public Policy	
COMM340	Communicating the Narrative	
COMM341	Environmental Communication	
COMM360	The Rhetoric of Black America	
COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM450	Ancient Worlds of Rhetoric	
COMM452	Rhetoric, Technology, and Culture	
COMM456	Freedom of Speech & the First Amendment	
COMM458	Seminar in Political Communication	
COMM460	Public Life in American Communities, 1634-1900	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM469	The Discourse of Social Movements	
<b>Total Credits</b>		<b>36</b>

<sup>1</sup> The same course cannot be used to fulfill more than one requirement.

## Public Relations

Course	Title	Credits
<b>Communication Theory &amp; Principles</b>		
COMM201	Introduction to Public Relations	3
Select one of the following:		3
COMM301	Rhetorical Theories	
COMM302	Communication Science Theories	
COMM303	Media Theory	
<b>Research Methods</b>		
COMM304	Communication Research Literacy	3
Select one of the following Research Methods courses:		3
COMM305	Qualitative Communication Research Methods	
COMM306	Rhetorical Methods in Communication	
COMM307	Quantitative Methods in Communication	
<b>Communication &amp; Society</b>		
Select one of the following Leadership & Social Change courses:		3
COMM330	Argumentation and Public Policy	
COMM385	Influence	

COMM420		
COMM421		
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM425	Negotiation and Conflict Management	
COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM436		
COMM448	Special Topics in Public Relations	
COMM449	Special Topics in Digital Communication	
COMM455		
COMM459	Special Topics in Science Communication	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM462	Visual Communication	
COMM469	The Discourse of Social Movements	
COMM470	Listening	
COMM475	Persuasion	
Select one of the following Diversity & Inclusion courses:		3
COMM324	Communication and Gender	
COMM360	The Rhetoric of Black America	
COMM382	Essentials of Intercultural Communication	
COMM454		
COMM460	Public Life in American Communities, 1634-1900	
<b>Applied</b>		
COMM331	News Writing and Reporting for Public Relations	3
COMM386	Experiential Learning	3-6
<b>Specialization Electives</b>		
COMM351	Public Relations Techniques	3
COMM353	New Media Writing for Public Relations	3
COMM483	Senior Seminar in Public Relations	3
COMM476	Language, Communication, and Action	3
<b>Total Credits</b>		<b>36-39</b>

## GRADUATION PLANS

Click here (<https://www.arhu.umd.edu/academics/advising/academic-plans/>) for roadmaps for graduation plans in the College of Arts and Humanities.

Additional information on developing a graduation plan can be found on the following pages:

- <http://4yearplans.umd.edu>
- the Student Academic Success-Degree Completion Policy (<https://academiccatalog.umd.edu/undergraduate/registration-academic-requirements-regulations/academic-advising/#success>) section of this catalog