

**COMMUNICATIONS STUDIES-BA OR BS**THIS IS A **GENERAL** CURRICULUM GUIDE AND IS NOT APPLICABLE TO EVERY STUDENT. IT IS IMPORTANT TO MEET WITH YOUR ADVISOR.**Communications Studies major (45 credits)****School of Communications Core (9 credits)**

- **COM 101 Concepts of Communication** (3)
- **COM 201 Speech** (3)
- **COM 295 Communication Theory** (3)  
Prerequisite: COM 101

**Capstone (3 credits)**

- **COM 495 Issues in Communications** (3)  
Prerequisite: Senior Standing

**Communication Studies Core (24 credits)**

At least 12 credits of Communication Studies Core courses must be at the 300 level or above; the 18 credits must be unduplicated

- <sup>2</sup>**COM 202 Critical Interpretation (SWS)** (3) OR
- **COM 203 Argument & Analysis** (3)
- **Communication Studies Core** \_\_\_\_\_(3)
- **Communication Studies Core** \_\_\_\_\_(3)
- **COM 498 Senior Thesis/Project or COM 490 Internship** (3-6)
- **Communication Studies Core** \_\_\_\_\_(3) (300-level or above)
- **Communication Studies Core** \_\_\_\_\_(3) (300-level or above)
- **Communication Studies Core** \_\_\_\_\_(3) (300-level or above)
- **Communication Studies Core** \_\_\_\_\_(3) (300-level or above)

**Communication Studies Core options**

<sup>2</sup>COM 202 Critical Interpretation (SWS)  
COM 203 Argument & Analysis  
COM 209 Health Communication Systems  
COM 210 Nonverbal Communication  
<sup>2</sup>COM 215 Story Making (SWS)  
COM 220 Media Literacy  
COM 301 Interpersonal Communication

COM 302 Small Group Communication  
COM 303 Debate  
COM 320 Vision and Culture  
COM 371 Media and Society  
COM 372 Global Communications  
COM 376 Communication Policy and Law

COM 378 Intercultural Communication  
COM 380 Special Topics  
COM 399 Independent Studies  
COM 438 Communications Ethics  
COM 477 History of Communications Technologies

\*Communications Studies Core options may include more than one COM 380 and may include no more than 3 credits in COM 399. Up to 6 COM 490 (Internship) credits allowed in the Core/Major.

**Electives (9 credits)**

Complete 9 credits of any of the following courses or other advisor-approved course(s)

**Electives** \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_(9)Communication Studies (Unduplicated Credits)\*

<sup>2</sup>COM 202 Critical Interpretation (SWS)  
COM 203 Argument & Analysis  
COM 210 Nonverbal Communication  
<sup>2</sup>COM 215 Story Making (SWS)  
COM 220 Media Literacy  
COM 301 Interpersonal Communication  
COM 302 Small Group Communication  
COM 303 Debate  
COM 320 Vision and Culture  
COM 371 Media and Society  
COM 372 Global Communications  
COM 376 Communication Policy and Law  
COM 378 Intercultural Communication  
COM 380 Special Topics  
COM 399 Independent Studies

COM 438 Communications Ethics  
COM 477 History of Communications Technologies

Advertising and Public Relations

CAP 210 Fundamentals of Advertising  
CAP 220 Fundamentals of Public Relations  
CAP 310 Advertising Management and Cases  
CAP 315 Advertising Copywriting  
CAP 320 Public relations Management and Cases  
CAP 321 Media Relations Writing

Journalism, Broadcasting, & Digital Media

JBM 184 Introduction to Multimedia Production  
JBM 236 News in Society  
<sup>2</sup>JBM 256 News Reporting (SWS)

JBM 265 Introduction to Radio  
JBM 290 Media History  
JBM 316 News Design and Layout

Health Communications

<sup>2</sup>CAP 220 Fundamentals of Public Relations (SWS)  
COM 209 Health Communication Systems  
COM 410 Senior Seminar in Health Com

\*Courses cannot count for both Elective credits and Communications Studies Core credits.

**Other courses qualify for application to the major but are not listed, see your faculty academic advisor.**

**Degree: choose one (B.A. or B.S.)****Bachelor of Arts (B.A.)**

Third semester proficiency (201 level) is required for the B.A. degree. This may be fulfilled through language placement (<http://www.gvsu.edu/ml/language-placement-the-opi-108.htm>) or by completing the courses listed below:

- **Language 101\*** (4)
- **Language 102\*** (4) (\*150 is a hybrid of 101 & 102 and is recommended for students with previous language background; students may move into Language 201 after completing Language 150). A grade of C or better (not C-) is required.
- **Language 201** (4) A grade of C or better (not C-) is required.

**Bachelor of Science (B.S.)**

- **STA 215 Introduction to Statistics** (3)  
Prerequisite: MTH 110 or equivalent
- **COM 275 Foundations of Communication Research** (3)  
Prerequisites: COM 101
- **COM 375 Communication Research** (3)  
Prerequisite: STA 215 and COM 275

### Sample Plan

Year One
COM 101 (3)
COM 201 (3)
BA or BS Course (3-4)
<sup>1</sup> WRT 130 or 150 (3-4)
MTH 110 (4)
Year Two
COM 295 (3)
<sup>2</sup> COM 202 or 203 (3)
COM Studies Core (3)
COM Elective (3)
COM Elective (3)
BA or BS Course (3-4)

Year Three
COM Studies Core (3)
COM Studies Core (3)
COM Studies Core (3)
COM Elective (3)
BA or BS Course (3-4)
Year Four
COM Studies Core (3)
COM 495 (3)
COM 498 or COM 490 (1-6)

\*Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4-year time span  
 \*The block tuition rate is for 12-15 credits.  
 You will pay additional tuition for any credits over 15

<sup>1</sup>Students who self-place into WRT 120 should take this course in the fall semester and then take WRT 130 in the winter semester of their first year. WRT 150 can take it in either semester during their first year. Students will not need to take WRT 150 if they have earned credit for the course through AP/Dual Enrollment. A grade of C or better (**NOT A C-**) is required in WRT 130 or 150 to satisfy the WRT requirement.

<sup>2</sup>SWS = Supplemental Writing Skills. Students must complete 2 courses with a SWS attribute.

### Guide for Declaring the Communication Studies Major

1. Log into myBanner from the GVSU homepage
2. Once logged in select "Student", "Student Records", and then, "Change Major"
3. Click on the "Change Major 1/Program" box
4. Click on the down arrow in the box next to "New Major 1/Program," from here scroll down and choose "Communication Studies-BA" **OR** "Communication Studies-BS" depending on your degree
5. Click "Submit" and then "Change to New Program"

General Education Overlap
<b>Social and Behavioral Sciences Category:</b> option of selecting COM 201 in School of Communications Core Area of the Communication Studies major.
<b>Mathematical Sciences:</b> STA 215, if selecting the B.S. degree.
<b>Philosophy and Literature:</b> option of selecting COM 202 in the Communication Studies Core.
<b>Identity Issue:</b> option of selecting COM 438 in the Communication Studies Core.
<b>Identity Issue:</b> option of selecting COM 378 in the Communication Studies Core.
<b>Supplemental Writing Skills:</b> option of selecting COM 202, or 203, or 215 in the Communication Studies Core or JBM 256 or CAP 220 in Communications Electives

It is imperative to meet with your faculty advisor and an advisor in the CLAS Academic Advising Center regularly.

The CLAS Academic Advising Center is located in C-1-140 MAK, 616-331-8585.

Online at: <http://www.gvsu.edu/clasadvising>