

# COMMUNICATION STUDIES (B.A.)

BA-AS COM

## Communication Department Bachelor of Arts (HEGIS 0601)

Buckham B119  
(716) 878-6008

This major allows students much flexibility to tailor a program of theory-based and applied courses. It meets the needs of students preferring a generalist approach to communication, as well as for students seeking a more academic, less applied approach. Compare this major with journalism, media production, and public communication.

### Career Opportunities

Students in Communication Studies prepare for careers in corporate communication, social media management, consulting, government careers, research, media analysis, lobbying, speechwriting, fundraising, event management, and other fields that require a liberal arts education enhanced with communication expertise. The major also provides a base for graduate education in communication, law, management, and other professional areas.

The profile of a successful communication studies graduate is a person with strong writing and speaking proficiency, keen ethical insight, competence in analyzing and thinking critically, and skill in working effectively both independently and in teams.

### Academic Standards

Only grades of C or higher may be applied toward requirements for any communication degree; courses with lower grades must be repeated. Consistent with standards of the Accrediting Council for Education in Journalism and Mass Communication, the number of communication courses that students may take is capped, encouraging a broad-based liberal arts education. The department encourages students to take minors or second majors, and requires evidence of an academic concentration or area of expertise outside the Communication Department.

### Admissions Requirements

Incoming freshman and transfer students can declare the major. A 2.6 in the major is needed to register for certain required upper-division courses (300- and 400-level).

See [communication.buffalostate.edu](http://communication.buffalostate.edu) (<http://communication.buffalostate.edu>) for application forms and additional information, including a list of equivalent core courses at community colleges. Transfer students from two-year schools may apply only core courses toward this major

for a maximum of 12 credits. Students generally require four semesters of study after completing communication core courses.

### Program Requirements

Code	Title	Credit Hours
Intellectual Foundations Requirements ( <a href="http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses">http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses</a> )		
33-39 credit hours		33-39
<b>Communication Major Requirements (42 credit hours)</b>		
<i>Communication Core (12 credit hours)</i>		
COM 100 or SPC 103	MEDIA LITERACY INTRODUCTION TO HUMAN COMMUNICATION	3
COM 210	INTRODUCTION TO MEDIA WRITING	3
COM 215	INTRODUCTION TO VISUAL COMMUNICATION	3
SPC 205	INTRODUCTION TO ORAL COMMUNICATION	3
Note: Students must have a minimum GPA of 2.6 in the major to register for certain upper-division courses (300-and 400-level)		
<i>Upper-Level Oral Communication Course (3 credit hours)</i>		
Select one from the following:		3
SPC 306	PUBLIC SPEAKING	
SPC 307	GROUP COMMUNICATON	
SPC 315	MEDIA PERFORMANCE	
<i>Upper-Level Written Communication Course (3 credit hours)</i>		
Select one from the following:		3
COM 303	WRITING FOR PRINT AND ONLINE JOURNALISM	
COM 304	WRITING FOR BROADCAST (TV, RADIO, FILM)	
COM 308	PUBLIC RELATIONS WRITING	
COM 325	FEATURE WRITING	
COM 337	ELECTRONIC NEWS PRODUCING	
COM 390	SPECIAL TOPICS: JOURNALISTIC WRITING	

*Upper-Level Visual Communication Course (3 credit hours)*

Select one from the following: 3

- COM 312 BASIC MEDIA PRODUCTION
- COM 322 COMMUNICATION GRAPHICS
- COM 336 WEB AND SOCIAL MEDIA PRODUCTION

*Communication Theory and Criticism (6 credit hours)*

Select two from the following: 6

- COM 310 INTERNATIONAL COMMUNICATION
- COM 327 LITERARY JOURNALISM
- COM 400 COMMUNICATION LAW
- COM 401 APPLIED COMMUNICATION RESEARCH
- COM 410 MASS COMMUNICATION HISTORY
- SPC 309 PERSUASION AND PROPAGANDA
- SPC 311 INTERCULTURAL COMMUNICATION
- SPC 321 RHETORICAL CRITICISM
- SPC 326 FILM ANALYSIS AND EVALUATION
- SPC 333 RACE, CLASS AND GENDER IN THE MEDIA
- SPC 407 ORGANIZATIONAL COMMUNICATION
- SPC 422 MEDIA CRITICISM
- SPC 424 SPECIAL TOPICS IN MEDIA CRITICISM
- SPC 426 DOCUMENTARY FILM ANALYSIS

*Senior Seminar (3 credit hours)*

COM 450 COMMUNICATION AND SOCIETY 3

*Communication Electives (12 credit hours)*

Select 12 credit hours: 12

- COM 495 SPECIAL PROJECT  
or COM 4<sup>I</sup> INDEPENDENT STUDY
- Or 300/400-level COM or SPC electives by advisement

**All College Electives**

39-45 credit hours 39-45

**Total Credit Hours 120**