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.

Admission to the Major

First-time Freshman

All first-time freshmen who designate Communication as a major prior to the end of the final exam period of their first semester will be admitted directly to the program. They must sign a Memorandum of Understanding that states that they understand that by the semester in which they attain 45 University of Maryland credits (excluding AP), they must meet the following gateway requirements:

1. Complete one of the following courses with a grade of "C-" or better: BMGT230, CCJS200, EDMS451, PSYC200, SOCY201, STAT100, or equivalent.
2. Complete COMM107, COMM200, or COMM230 with a grade of "C-" or better
3. Complete COMM250 with a grade of "C-" or better and
4. A GPA of 2.0 or better

Students may repeat only one of the gateway requirements and that requirement may be repeated only once in their attempt to meet the requirements. Students who fail to meet the gateway requirements by the semester in which they attain 45 credits will be dismissed from the program and cannot reapply.

Transfer Students

Internal and external transfer students who meet the gateway requirements specified above must also have a cumulative GPA of 2.70 in all college-level coursework to apply to the program.

Appeals

All students may appeal admission decisions. Students directly admitted as freshmen, who are dismissed because of failure to meet gateway requirements or a failure to be in good academic standing at 45 credits, may appeal directly to the undergraduate director in the Department of Communication. All other students who are denied admission may appeal to the university's Office of Undergraduate Admissions.

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:

<table>
<thead>
<tr>
<th>Course</th>
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</thead>
<tbody>
<tr>
<td>College Requirements [<a href="https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegenonrequirementstext">https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegenonrequirementstext</a>]</td>
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</table>

### Oral Communication

Select one of the following: 3
- COMM107 Oral Communication: Principles and Practices
- COMM200 Critical Thinking and Speaking
- COMM230 Argumentation and Debate

### Modes of Communication Inquiry

COMM250 Introduction to Communication Inquiry 3

### Fundamentals of Communication Skills

COMM130 Professional Communication and Writing 1

Select one of the following: 3
- BMGT230 Business Statistics
- STAT100 Elementary Statistics and Probability
- EDMS451 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

Total Credits 46

### Communication Studies

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<table>
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<th>Communication Theory &amp; Principles</th>
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<td>COMM201 Introduction to Public Relations</td>
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<td>COMM304 Communication Research Literacy 3</td>
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Select one of the following: 3
- COMM305 Qualitative Communication Research Methods
- COMM306 Rhetorical Methods in Communication
- COMM307 Quantitative Methods in Communication

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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      | Rhetoric of the 1960s                                |         |
| 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 | Speechwriting                                        |         |

**Electives**

3xx or 4xx-Level COMM Electives | 12 |

**Total Credits** | 36 |

**Health and Science Communication**

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**Research Methods**

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Select one of the following Research Methods courses: | 3 |
| COMM305 | Qualitative Communication Research Methods           |         |
| COMM306 | Rhetorical Methods in Communication                   |         |
| COMM307 | Quantitative Methods in Communication                 |         |

**Communication & Society**

Select one of the following Leadership & Social Change courses: | 3 |
| COMM330 | Argumentation and Public Policy                      |         |
| COMM385 | Influence                                            |         |
| COMM420 | Theories of Group Discussion                         |         |
| COMM421 | Communicating Leadership                             |         |
| COMM422 | Communication Management                             |         |
| COMM424 | Communication in Complex Organizations               |         |
| COMM425 | Negotiation and Conflict Management                  |         |
| COMM428 | Special Topics Seminar in Dialogues and Deliberation |         |
| COMM436 | Interpersonal Arguing                                |         |
| COMM448 | Special Topics in Public Relations                   |         |
| COMM449 | Special Topics in Digital Communication               |         |
| COMM455 | Speechwriting                                        |         |
| COMM456 | Visual Communication                                 |         |
| 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                             |         |

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                 |         |
Select four of the following specialization electives: 12

Specialization Electives

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<td>COMM427</td>
<td>Crisis Communication</td>
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<td>Theories of Interpersonal Communication</td>
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Total Credits 36

1 The same course cannot be used to fulfill more than one requirement.

### Media and Digital Communication

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Total Credits 36

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### Political Communication and Public Advocacy

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**Communication Major**

**Communication & Society**

Select one of the following Leadership & Social Change courses: 3

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Select one of the following Diversity & Inclusion courses: 3

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**Applied**

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**Specialization Electives**

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<td>Argumentation and Public Policy</td>
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<td>COMM340</td>
<td>Communicating the Narrative</td>
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<td>COMM341</td>
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<td>COMM450</td>
<td>Ancient Worlds of Rhetoric</td>
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<td>COMM452</td>
<td>Rhetoric, Technology, and Culture</td>
<td></td>
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<tr>
<td>COMM456</td>
<td>Freedom of Speech &amp; the First Amendment</td>
<td></td>
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<tr>
<td>COMM458</td>
<td>Seminar in Political Communication</td>
<td></td>
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<tr>
<td>COMM460</td>
<td>Public Life in American Communities, 1634-1900</td>
<td></td>
</tr>
<tr>
<td>COMM461</td>
<td>Voices of Public Leadership in the Twentieth Century</td>
<td></td>
</tr>
<tr>
<td>COMM469</td>
<td>The Discourse of Social Movements</td>
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</table>

**Public Relations**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMM201</td>
<td>Introduction to Public Relations</td>
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</table>

Select one of the following: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM301</td>
<td>Rhetorical Theories</td>
<td></td>
</tr>
<tr>
<td>COMM302</td>
<td>Communication Science Theories</td>
<td></td>
</tr>
<tr>
<td>COMM303</td>
<td>Media Theory</td>
<td></td>
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</table>

**Research Methods**

Select one of the following Research Methods courses: 3

<table>
<thead>
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<tbody>
<tr>
<td>COMM304</td>
<td>Communication Research Literacy</td>
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Select one of the following: 3

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<tr>
<td>COMM305</td>
<td>Qualitative Communication Research Methods</td>
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<tr>
<td>COMM306</td>
<td>Rhetorical Methods in Communication</td>
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<tr>
<td>COMM307</td>
<td>Quantitative Methods in Communication</td>
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**Communication & Society**

Select one of the following Leadership & Social Change courses: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM330</td>
<td>Argumentation and Public Policy</td>
<td></td>
</tr>
<tr>
<td>COMM385</td>
<td>Influence</td>
<td></td>
</tr>
<tr>
<td>COMM420</td>
<td>Theories of Group Discussion</td>
<td></td>
</tr>
<tr>
<td>COMM421</td>
<td>Communicating Leadership</td>
<td></td>
</tr>
<tr>
<td>COMM422</td>
<td>Communication Management</td>
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<tr>
<td>COMM424</td>
<td>Communication in Complex Organizations</td>
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<tr>
<td>COMM425</td>
<td>Negotiation and Conflict Management</td>
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<tr>
<td>COMM428</td>
<td>Special Topics Seminar in Dialogues and Deliberation</td>
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<tr>
<td>COMM436</td>
<td>Interpersonal Arguing</td>
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<tr>
<td>COMM448</td>
<td>Special Topics in Public Relations</td>
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<tr>
<td>COMM449</td>
<td>Special Topics in Digital Communication</td>
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<tr>
<td>COMM455</td>
<td>Speechwriting</td>
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<tr>
<td>COMM459</td>
<td>Special Topics in Science Communication</td>
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<tr>
<td>COMM461</td>
<td>Voices of Public Leadership in the Twentieth Century</td>
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<tr>
<td>COMM462</td>
<td>Visual Communication</td>
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<tr>
<td>COMM469</td>
<td>The Discourse of Social Movements</td>
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Select one of the following Diversity & Inclusion courses: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
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<td>Rhetorical Theories</td>
<td></td>
</tr>
<tr>
<td>COMM302</td>
<td>Communication Science Theories</td>
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<tr>
<td>COMM303</td>
<td>Media Theory</td>
<td></td>
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<tr>
<td>Course Code</td>
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<tr>
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<tr>
<td>COMM324</td>
<td>Communication and Gender</td>
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<td>COMM360</td>
<td>The Rhetoric of Black America</td>
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<tr>
<td>COMM382</td>
<td>Essentials of Intercultural Communication</td>
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<tr>
<td>COMM454</td>
<td>Rhetoric of the 1960s</td>
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<tr>
<td>COMM460</td>
<td>Public Life in American Communities, 1634-1900</td>
<td></td>
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**Applied**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>COMM331</td>
<td>News Writing and Reporting for Public Relations</td>
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<tr>
<td>COMM386</td>
<td>Experiential Learning</td>
<td>3-6</td>
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**Specialization Electives**

<table>
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<tr>
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<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM351</td>
<td>Public Relations Techniques</td>
<td>3</td>
</tr>
<tr>
<td>COMM353</td>
<td>New Media Writing for Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM483</td>
<td>Senior Seminar in Public Relations</td>
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<tr>
<td>COMM476</td>
<td>Language, Communication, and Action</td>
<td>3</td>
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</table>

**Total Credits** 36-39

**GRADUATION PLANS**

Click here (https://www.arhu.umd.edu/academics/advisingacademic-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/registrationacademic-requirements-regulationsacademic-advising/#success) section of this catalog