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>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMM107</td>
<td>Oral Communication: Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COMM200</td>
<td>Critical Thinking and Speaking</td>
<td></td>
</tr>
<tr>
<td>COMM230</td>
<td>Argumentation and Debate</td>
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<table>
<thead>
<tr>
<th>Modes of Communication Inquiry</th>
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<tr>
<td>COMM250</td>
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<table>
<thead>
<tr>
<th>Fundamentals of Communication Skills</th>
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<tr>
<td>COMM130</td>
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<thead>
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<th>Course</th>
<th>Title</th>
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<tr>
<td>BMGT230</td>
<td>Business Statistics</td>
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<td>STAT100</td>
<td>Elementary Statistics and Probability</td>
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<td>EDMS451</td>
<td>Introduction to Educational Statistics</td>
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<tr>
<td>CCJS200</td>
<td>Statistics for Criminology and Criminal Justice</td>
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<td>PSYC200</td>
<td>Statistical Methods in Psychology</td>
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<tr>
<td>SOCY201</td>
<td>Introductory Statistics for Sociology</td>
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</table>

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

<table>
<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COMM301</td>
<td>Communication Theory &amp; Principles</td>
<td>6</td>
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Select two of the following:

<table>
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<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM201</td>
<td>Introduction to Public Relations</td>
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<td>COMM301</td>
<td>Rhetorical Theories</td>
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<tr>
<td>COMM302</td>
<td>Communication Science Theories</td>
<td></td>
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<tr>
<td>COMM303</td>
<td>Media Theory</td>
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<table>
<thead>
<tr>
<th>Research Methods</th>
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<td>COMM304</td>
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Select one of the following:

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM305</td>
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<tr>
<td>COMM306</td>
<td>Rhetorical Methods in Communication</td>
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</tr>
<tr>
<td>COMM307</td>
<td>Quantitative Methods in Communication</td>
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<table>
<thead>
<tr>
<th>Communication &amp; Society</th>
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<td>COMM309</td>
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Select one of the following Leadership & Social Change courses: 3
<table>
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<th>Course</th>
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<td>COMM330</td>
<td>Argumentation and Public Policy</td>
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<td>COMM385</td>
<td>Influence</td>
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<tr>
<td>COMM420</td>
<td>Theories of Group Discussion</td>
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<tr>
<td>COMM421</td>
<td>Communicating Leadership</td>
<td></td>
</tr>
<tr>
<td>COMM422</td>
<td>Communication Management</td>
<td></td>
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<tr>
<td>COMM424</td>
<td>Communication in Complex Organizations</td>
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<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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<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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<td>Special Topics in Digital Communication</td>
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<tr>
<td>COMM455</td>
<td>Speechwriting</td>
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<td>COMM459</td>
<td>Special Topics in Science Communication</td>
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<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>
<td></td>
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<tr>
<td>COMM469</td>
<td>The Discourse of Social Movements</td>
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<tr>
<td>COMM470</td>
<td>Listening</td>
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<tr>
<td>COMM475</td>
<td>Persuasion</td>
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<tr>
<td>Select one of the following Diversity &amp; Inclusion courses:</td>
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<tr>
<td>COMM324</td>
<td>Communication and Gender</td>
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<tr>
<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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<td>COMM454</td>
<td>Rhetoric of the 1960s</td>
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<td>COMM460</td>
<td>Public Life in American Communities, 1634-1900</td>
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<td><strong>Applied</strong></td>
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<td>COMM386</td>
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<td>COMM388</td>
<td>Communication Practicum</td>
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<tr>
<td>COMM498</td>
<td>Seminar</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>COMM330</td>
<td>Argumentation and Public Policy</td>
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<td>COMM331</td>
<td>News Writing and Reporting for Public Relations</td>
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<td>COMM370</td>
<td>Mediated Communication</td>
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<td>COMM371</td>
<td>Communication and Digital Media</td>
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<td>COMM375</td>
<td>Documentary Theory and Practice</td>
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<td>COMM386</td>
<td>Experiential Learning</td>
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<td>COMM388</td>
<td>Communication Practicum</td>
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<td>Negotiation and Conflict Management</td>
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<td>COMM426</td>
<td>Conflict Management</td>
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<td>COMM455</td>
<td>Speechwriting</td>
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<td>COMM471</td>
<td>Public Communication Campaigns</td>
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<td>COMM498</td>
<td>Seminar</td>
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<td><strong>Electives</strong></td>
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<td>3xx or 4xx-Level COMM Electives</td>
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### Health and Science Communication

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<td>COMM302</td>
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### Communication Theory & Principles

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<tr>
<td>COMM302</td>
<td>Communication Science Theories</td>
<td>3</td>
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</table>
Communication Major

COMM426 Conflict Management
COMM455 Speechwriting
COMM471 Public Communication Campaigns
COMM498 Seminar

Select four of the following specialization electives: 12

Specialization Electives

COMM398 Selected Topics in Communication (COMM398E: 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

Total Credits 36

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

Media and Digital Communication

Course Title Credits
Communication Theory & Principles
COMM303 Media Theory 3

Select one of the following:

COMM201 Introduction to Public Relations
COMM301 Rhetorical Theories
COMM302 Communication Science Theories

Research Methods

COMM304 Communication Research Literacy 3

Select one of the following Research Methods courses:

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:

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
COMM448 Special Topics in Public Relations
COMM449 Special Topics in Digital Communication
COMM455 Speechwriting
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 Rhetoric of the 1960s
COMM460 Public Life in American Communities, 1634-1900

Applied

Select one of the following: 3

COMM386 Experiential Learning
COMM388 Communication Practicum
COMM498 Seminar

Select one of the following: 3

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
COMM426 Conflict Management
COMM425 Negotiation and Conflict Management
COMM447 Public Communication Campaigns
COMM449 Special Topics in Digital Communication

Specialization Electives

Select four of the following specialization electives: 12

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

Total Credits 36

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

Political Communication and Public Advocacy

Course Title Credits
Communication Theory & Principles
COMM301 Rhetorical Theories 3

Select one of the following:

COMM201 Introduction to Public Relations
COMM302 Communication Science Theories
COMM303 Media Theory

Research Methods
**Select one of the following Research Methods courses:**  
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:  
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  
COMM459 Special Topics in Science Communication  
COMM461 Voices of Public Leadership in the Twentieth Century  
COMM462 Visual Communication  
COMM469 The Discourse of Social Movements

**Select four of the following specialization electives:**  
COMM330 Argumentation and Public Policy  
COMM340 Communicating the Narrative  
COMM360 The Rhetoric of Black America  
COMM428 Special Topics Seminar in Dialogues and Deliberation  
COMM450 Ancient and Medieval Rhetorical Theory  
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

**Total Credits**: 36

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

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**Public Relations**

**Course** | **Title** | **Credits**
--- | --- | ---
COMM201 | Introduction to Public Relations | 3

Select one of the following:  
COMM330 Argumentation and Public Policy  
COMM340 Communicating the Narrative  
COMM360 The Rhetoric of Black America  
COMM428 Special Topics Seminar in Dialogues and Deliberation  
COMM450 Ancient and Medieval Rhetorical Theory  
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

**Research Methods**

COMM304 Communication Research Literacy | 3

Select one of the following Research Methods courses:  
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:  
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  
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

<table>
<thead>
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<tr>
<td>COMM324</td>
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<td>Rhetoric of the 1960s</td>
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<td>COMM460</td>
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Applied

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

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<td>COMM351</td>
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<td>COMM353</td>
<td>New Media Writing for Public Relations</td>
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<td>COMM483</td>
<td>Senior Seminar in Public Relations</td>
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<td>COMM476</td>
<td>Language, Communication, and Action</td>
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Total Credits 36-39

Four Year Plan

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

Additional information on developing a four-year academic plan can be found on the following pages:

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