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 denied admission 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>CBM105</td>
<td>Business &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>CBM110</td>
<td>Principles of Communication</td>
<td>3</td>
</tr>
<tr>
<td>CBM120</td>
<td>Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CBM200</td>
<td>Critical Thinking and Speaking</td>
<td>3</td>
</tr>
<tr>
<td>CBM210</td>
<td>Professional Communication and Writing</td>
<td>3</td>
</tr>
<tr>
<td>CBM220</td>
<td>Oral Communication: Principles and Practices</td>
<td>3</td>
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<tr>
<td>CBM230</td>
<td>Argumentation and Debate</td>
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<tr>
<td>CBM240</td>
<td>Modes of Communication Inquiry</td>
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<td>CBM250</td>
<td>Introduction to Communication Inquiry</td>
<td>3</td>
</tr>
<tr>
<td>CBM260</td>
<td>Fundamentals of Communication Skills</td>
<td>3</td>
</tr>
<tr>
<td>CBM270</td>
<td>Specializations</td>
<td>3</td>
</tr>
<tr>
<td>CBM280</td>
<td>Communication &amp; Society</td>
<td>3</td>
</tr>
<tr>
<td>CBM290</td>
<td>Media and Digital Communication</td>
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</tr>
<tr>
<td>CBM300</td>
<td>Public Relations</td>
<td>3</td>
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<tr>
<td>CBM310</td>
<td>Health and Science Communication</td>
<td>3</td>
</tr>
<tr>
<td>CBM320</td>
<td>Political Communication and Public Advocacy</td>
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<tr>
<td>CBM330</td>
<td>Communication Studies</td>
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<td>CBM340</td>
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Communication Studies

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<tr>
<td>CBM300</td>
<td>Communication Research Literacy</td>
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</tr>
<tr>
<td>CBM301</td>
<td>Communication Research Literacy</td>
<td>3</td>
</tr>
<tr>
<td>CBM302</td>
<td>Rhetorical Theories</td>
<td>3</td>
</tr>
<tr>
<td>CBM304</td>
<td>Communication Science Theories</td>
<td>3</td>
</tr>
<tr>
<td>CBM305</td>
<td>Media Theory</td>
<td>3</td>
</tr>
<tr>
<td>CBM306</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>CBM307</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>CBM308</td>
<td>Rhetorical Theories</td>
<td>3</td>
</tr>
<tr>
<td>CBM309</td>
<td>Communication Science Theories</td>
<td>3</td>
</tr>
<tr>
<td>CBM310</td>
<td>Total Credits</td>
<td>36</td>
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</table>

College Requirements: [https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegerequirementstext](https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegerequirementstext)
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

Course Title Credits
COMM302 Communication Science Theories 3

Select one of the following: 3

COMM301 Rhetorical Theories
COMM303 Media Theory

Research Methods
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

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
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

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
**Communication Major**

Select four of the following specialization electives:  

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
<th>Specialization Electives</th>
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</thead>
<tbody>
<tr>
<td>COMM390</td>
<td>Health Communication</td>
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<td>COMM419</td>
<td>Special Topics in Health Communication</td>
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<tr>
<td>COMM422</td>
<td>Communication Management</td>
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<td>COMM424</td>
<td>Communication in Complex Organizations</td>
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<td>COMM426</td>
<td>Conflict Management</td>
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<td>COMM427</td>
<td>Crisis Communication</td>
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<tr>
<td>COMM435</td>
<td>Theories of Interpersonal Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM459</td>
<td>Special Topics in Science Communication</td>
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</tr>
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</table>

**Total Credits** 36  

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

### Media and Digital Communication

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
<th>Media and Digital Communication</th>
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</thead>
<tbody>
<tr>
<td>COMM303</td>
<td>Media Theory</td>
<td>3</td>
<td>Communication Theory &amp; Principles</td>
</tr>
<tr>
<td>COMM201</td>
<td>Introduction to Public Relations</td>
<td></td>
<td>Select one of the following:</td>
</tr>
<tr>
<td>COMM301</td>
<td>Rhetorical Theories</td>
<td></td>
<td>COMM201 Introduction to Public Relations</td>
</tr>
<tr>
<td>COMM302</td>
<td>Communication Science Theories</td>
<td></td>
<td>COMM301 Rhetorical Theories</td>
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**Research Methods**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
<th>Research Methods</th>
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<tbody>
<tr>
<td>COMM304</td>
<td>Communication Research Literacy</td>
<td>3</td>
<td>Select one of the following Research Methods courses:</td>
</tr>
<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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<td>COMM307</td>
<td>Quantitative Methods in Communication</td>
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### Communication & Society

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
<th>Communication &amp; Society</th>
</tr>
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<tbody>
<tr>
<td>COMM330</td>
<td>Argumentation and Public Policy</td>
<td>3</td>
<td>Select one of the following:</td>
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<tr>
<td>COMM385</td>
<td>Influence</td>
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<tr>
<td>COMM420</td>
<td>Theories of Group Discussion</td>
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<td>COMM420 Theories of Group Discussion</td>
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<tr>
<td>COMM421</td>
<td>Communicating Leadership</td>
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<td>COMM421 Communicating Leadership</td>
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<td>COMM422</td>
<td>Communication Management</td>
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<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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<td>COMM428</td>
<td>Special Topics Seminar in Dialogues and Deliberation</td>
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<td>COMM428 Special Topics Seminar in Dialogues and Deliberation</td>
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<td>COMM448</td>
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<td>COMM449</td>
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<td>COMM455</td>
<td>Speechwriting</td>
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<td>COMM455 Speechwriting</td>
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<td>COMM459</td>
<td>Special Topics in Science Communication</td>
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<td>COMM459 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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<td>COMM461 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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<td>COMM469</td>
<td>The Discourse of Social Movements</td>
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<td>COMM469 The Discourse of Social Movements</td>
</tr>
<tr>
<td>COMM470</td>
<td>Listening</td>
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</tr>
<tr>
<td>COMM475</td>
<td>Persuasion</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>
<th>Political Communication and Public Advocacy</th>
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</thead>
<tbody>
<tr>
<td>COMM324</td>
<td>Communication and Gender</td>
<td></td>
<td>Communication Theory &amp; Principles</td>
</tr>
<tr>
<td>COMM360</td>
<td>The Rhetoric of Black America</td>
<td></td>
<td>COMM324 Communication and Gender</td>
</tr>
<tr>
<td>COMM382</td>
<td>Essentials of Intercultural Communication</td>
<td></td>
<td>COMM360 The Rhetoric of Black America</td>
</tr>
<tr>
<td>COMM454</td>
<td>Rhetoric of the 1960s</td>
<td></td>
<td>COMM382 Essentials of Intercultural Communication</td>
</tr>
<tr>
<td>COMM460</td>
<td>Public Life in American Communities, 1634-1900</td>
<td></td>
<td>COMM454 Rhetoric of the 1960s</td>
</tr>
</tbody>
</table>

**Total Credits** 36

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

**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
- 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 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

**Specialization Electives**
Select four of the following specialization electives: 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

**Total Credits** 36

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

**Public Relations**

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

Select one of the following: 3
- COMM301 Rhetorical Theories
- COMM302 Communication Science Theories
- COMM303 Media Theory

**Research Methods**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM304</td>
<td>Communication Research Literacy</td>
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</tbody>
</table>

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
- 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**
COMM331 News Writing and Reporting for Public Relations 3
COMM386 Experiential Learning 3-6

**Specialization Electives**
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

**Total Credits** 36-39

**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