COMMUNICATION MAJOR AT SHADY GROVE

The Universities at Shady Grove
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Rockville, MD 20850
Phone: 301-738-6208
sgcomm@umd.edu
shadygrove.umd.edu/academics/degree-programs/ba-communication (https://www.shadygrove.umd.edu/academics/degree-programs/ba-communication/)

Program Director: Leah Waks, Ph.D.

The department offers an exciting curriculum that prepares students for academic and professional careers in business, government, health, education, social and human services, and related fields. Courses offered by the department include persuasion and social influence, rhetoric and the analysis of messages, communication and new media, digital communication, organizational communication, public relations strategies, and intercultural communication. All students in the program at Shady Grove are required to complete mandatory advising each semester.

Admission to the Major

Students interested in Communication should have an overall GPA of 2.7 or better, and a grade of "C-" or better in each of the three courses specifically required by the major (COMM250, COMM107, Statistics, or their equivalents). Applicants should also attain junior standing (56 or more transferable college credits) by the time of enrollment. For more information on admission and 1xx or 2xx-level coursework requirements, please visit the Communication website at shadygrove.umd.edu/academics/degree-programs/ba-communication (https://www.shadygrove.umd.edu/academics/degree-programs/ba-communication/) or the Transfer Credit Services website at transfercredit.umd.edu (http://www.transfercredit.umd.edu). Requirements for the major are as follows:

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, COMM230, or equivalent with a grade of "C-" or better
3. Complete COMM250 or equivalent with a grade of "C-" or better
4. A cumulative GPA of 2.7 or better

Students may repeat only one of the gateway courses and that may be repeated only once in their attempt to meet the requirements.

Transfer Students

Internal and external transfer students who meet the gateway requirements specified above and have a cumulative GPA of 2.7 in all college-level coursework may apply to the program.

Appeals

All students may appeal admission decisions. Those students 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 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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<tbody>
<tr>
<td></td>
<td><strong>Oral Communication</strong></td>
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<tr>
<td></td>
<td>Select one of the following:</td>
<td>3</td>
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<tr>
<td></td>
<td>COMM107</td>
<td>Oral Communication: Principles and Practices</td>
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<td>COMM200</td>
<td>Critical Thinking and Speaking</td>
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<td></td>
<td>COMM230</td>
<td>Argumentation and Debate</td>
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<td><strong>Modes of Communication Inquiry</strong></td>
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<td>COMM250</td>
<td>Introduction to Communication Inquiry</td>
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<td><strong>Fundamentals of Communication Skills</strong></td>
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<td></td>
<td>COMM130</td>
<td>Professional Communication and Writing</td>
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<td>Select one of the following:</td>
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<tr>
<td></td>
<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></td>
<td>EDMS451</td>
<td>Introduction to Educational Statistics</td>
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<td></td>
<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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<td>SOCY201</td>
<td>Introductory Statistics for Sociology</td>
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<td><strong>Communication Studies</strong></td>
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<td>COMM201</td>
<td>Introduction to Public Relations</td>
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<td>COMM301</td>
<td>Rhetorical Theories</td>
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<td>COMM302</td>
<td>Communication Science Theories</td>
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<td>COMM303</td>
<td>Media Theory</td>
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<td><strong>Research Methods</strong></td>
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<td>COMM304</td>
<td>Communication Research Literacy</td>
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<td>Select one of the following:</td>
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<td>COMM305</td>
<td>Qualitative Communication Research Methods</td>
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<td>COMM306</td>
<td>Rhetorical Methods in Communication</td>
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<td></td>
<td>COMM307</td>
<td>Quantitative Methods in Communication</td>
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<td><strong>Select one of the following Leadership &amp; Social Change courses:</strong></td>
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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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<td>COMM420</td>
<td>Theories of Group Discussion</td>
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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
COMM398 Selected Topics in Communication (COMM398B: Communication, Culture & Sport)
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
COMM425 Negotiation and Conflict Management
COMM426 Conflict Management
COMM455 Speechwriting
COMM471 Public Communication Campaigns
COMM498 Seminar

Electives
3XX OR 4XX-LEVEL COMM ELE 12

Total Credits 46

Notes:
- Because the department's curriculum changes over time, the department's Undergraduate Director may approve other appropriate Communication courses to meet the requirements for each track.
- Courses required for the Communication major, but taken outside COMM, may be used to satisfy general education requirements.
- Only 3 credits of COMM386 may apply toward the major.
- No course grade below the grade of "C-" may count toward the major.
- An overall GPA of 2.0 in the major is required for graduation.

Opportunities

Undergraduate Research Experiences
Research experiences include assisting on faculty research projects, and participating in special team research projects.

Fieldwork Opportunities
To further enhance learning and career training, the department incorporates special hands-on classes such as Health Communication Campaigns, Visual Communication, and Web Design. The department also strongly promotes internship and service learning opportunities with local and state businesses and institutions, and encourages students’ participation in student-run clubs.

Internships
The department’s internship program helps communication majors gain professional experience, build a professional portfolio, and take the first steps toward a career. The department structures its internship program around a course, COMM386: Experiential Learning, offered each school term.

Student Societies and Professional Organizations
Social and academic activities are available to students by participating in the following student organizations: the Undergraduate Communication Association and the Lambda Pi Eta Honor Society.

Scholarships and Financial Assistance
The department offers the Chaim and Miriam Bentzlovitch Scholarship to students who exhibit academic excellence. Each year the department distributes a call for applications through e-mail.

Advising
Advising is available throughout the year in the Camille Kendall Academic Center, Suite 5119. Students should check Testudo (http://testudo.umd.edu) for their registration date and for any mandatory advising blocks.

Four Year Plan
Roadmaps for all four-year plans can be found here (http://4yearplans.umd.edu). Select the College of your major to find the corresponding roadmap.

For more information on developing a four-year academic plan, please refer to the Student Academic Success-Degree Completion Policy (https://academiccatalog.umd.edu/undergraduate/registration-academic-requirements-regulations/academic-advising/) section of this catalog.