

COMMUNICATION MAJOR

Notice of Addendum: The requirements for this program were updated effective Spring 2024 and have been published on ADDENDA TO THIS CATALOG (<https://academiccatalog.umd.edu/undergraduate/addenda/#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

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The course of study for a Communication major must satisfy all of the following requirements:

Course	Title	Credits
College Requirements (https://academiccatalog.umd.edu/undergraduate/colleges-schools/arts-humanities/#collegerequirementstext)		
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

Course	Title	Credits
Communication Theory & Principles		
Select two of the following:		6
COMM201	Introduction to Public Relations	
COMM301	Rhetorical Theories	

COMM302	Communication Science Theories	
COMM303	Media Theory	
Research Methods		
COMM304	Communication Research Literacy	3
Select one of the following:		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
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 Electives		12
Total Credits		36

HEALTH AND SCIENCE COMMUNICATION

Course	Title	Credits
Communication Theory & Principles		
COMM302	Communication Science Theories	3
Select one of the following:		3
COMM201	Introduction to Public Relations	
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
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	
Select four of the following specialization electives: ¹		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:		3
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:		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	
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	
COMM425	Negotiation and Conflict Management	
COMM426	Conflict Management	
COMM455	Speechwriting	
COMM471	(Public Communication Campaigns)	
COMM498	Seminar	
Specialization Electives		
Select four of the following specialization electives: ¹		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:		3
COMM201	Introduction to Public Relations	
COMM302	Communication Science 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
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	
Specialization Electives		
Select four of the following specialization electives: ¹		12
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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PUBLIC RELATIONS

Course	Title	Credits
Communication Theory & Principles		
COMM201	Introduction to Public Relations	3
Select one of the following:		3
COMM301	Rhetorical Theories	
COMM302	Communication Science 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		
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

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:

- <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