The Communication Department serves the communication needs of students in every department, offering instruction in a variety of communication skills and principles that apply in mass media, public presentations, small group, and interpersonal settings. The department provides curricula leading to a variety of communication-related careers, with specific preparation for careers in public relations, journalism, health communication, and marketing communication. Communication courses also provide valuable learning opportunities for those preparing for careers which incorporate public speaking, such as business, law, medicine, pastoral or evangelistic ministry, broadcasting, and others.

Major in Communication, B.A.
A minimum of 60 hours (26 upper-division hours)

- **Required Core Courses (33 hours):**
  - COMM 105  Communication and Public Speaking 4
  - COMM 223  Interpersonal Communication 3
  - COMM 326  Advanced Public Speaking 3
  - COMM 328  Small Group Communication 3
  - COMM 330  Intercultural Communication 3
  - COMM 360  Junior Seminar 1
  - COMM 424  Communication Research I 3
  - COMM 425  Communication Research II 3
  - COMM 450  Senior Seminar 1
  - JOUR 110  Current Issues in the Media 3
  - JOUR 243  Copyediting I 3
  - JOUR 244  Copyediting II 3

- **Required Major Courses (9 hours):**
  - COMM 329  Organizational Communication 3
  - COMM 494  Communication Internship 3
  - At least one of the following courses: 3
    - COMM 426  Argumentation (3)
    - COMM 427  Persuasive Communication (3)

- **Required Major Electives (18 hours):**
  - At least 6 hours from the following: 6
    - Additional COMM courses
  - At least 3 hours from the following: 3
    - PREL courses
  - At least 9 hours from the following: 9
    - Additional COMM, PREL, or JOUR courses. The following courses may also apply: ARTD 235, DRMA 229, PSYC 126, PSYC 390, SOCI 355, and WRIT 320.
Major in Communication, B.S.

A minimum of 69 hours (26 upper-division hours)

**Required Core Courses (42 hours):**
- COMM 105 Communication and Public Speaking 4
- COMM 223 Interpersonal Communication 3
- COMM 326 Advanced Public Speaking 3
- COMM 328 Small Group Communication 3
- COMM 329 Organizational Communication 3
- COMM 330 Intercultural Communication 3
- COMM 360 Junior Seminar 1
- COMM 424 Communication Research I 3
- COMM 425 Communication Research II 3
- COMM 440 Health Communication Seminar 3
- COMM 493 Health Communication Internship 3

**Required Electives (27 hours):**
- At least one of the following courses: 3
  - COMM 426 Argumentation (3)
  - COMM 427 Persuasive Communication (3)
- At least 9 hours from the following: 9
  - Additional COMM courses
- At least 6 hours from the following: 6
  - PREL courses
- At least 12 hours from the following: 12
  - Additional COMM, PREL, or JOUR courses. ARTD 253, DRMA 229, PSYC 126, PSYC 390, SOCI 355, and WRIT 320 may also apply.

Major in Health Communication, B.S.

A minimum of 71 hours (25 upper-division hours)

**Required Major Courses (41 hours):**
- COMM 105 Communication and Public Speaking 4
- COMM 223 Interpersonal Communication 3
- COMM 326 Advanced Public Speaking 3
- COMM 328 Small Group Communication 3
- COMM 329 Organizational Communication 3
- COMM 330 Intercultural Communication 3
- COMM 450 Senior Seminar 1
- COMM 424 Communication Research I 3
- COMM 425 Communication Research II 3
- JOUR 243 Copyediting I 3
- JOUR 244 Copyediting II 3

**Required Major Electives (6 hours):**
- At least 6 hours from the following: 6
  - Additional COMM, PREL, or JOUR courses.

**Required Cognate Courses (24 hours):**
- At least 24 hours from the following: 24
  - BIOL 101 Human Anatomy (5)
  - BIOL 102 Human Physiology (5)
  - BIOL 111+12+13 Biological Foundations II, I, III (5+5+5)
  - BIOL 348 Systems Physiology (5)
  - BIOL 366 Medical Microbiology (5)
  - BIOL 422 Advanced Human Anatomy (4)
  - CHEM 101 Introductory Chemistry (4)
  - CHEM 102 Survey of Organic Chemistry (4)
  - CHEM 103 Survey of Biochemistry (4)
  - CHEM 111+111L General Chemistry I + Lab (4+1)
  - CHEM 112+112L General Chemistry II + Lab (4+1)
  - CHEM 113+113L General Chemistry III + Lab (4+1)
  - CHEM 371+371L Organic Chemistry I + Lab (3+1)
  - CHEM 372+372L Organic Chemistry II + Lab (3+1)
  - CHEM 373+373L Organic Chemistry III + Lab (3+1)
  - CHEM 481 Biochemistry I (4)
  - ESTH 371 Biomechanics (4)
  - ESTH 372 Physiology of Exercise (4)
  - FDNT 235 Nutrition (3)
  - MICR 134 General Microbiology (5)
  - PHYS 111+12+13 Physics I, II, III (4+4+4)

Recommended Cognates
- PSYC 121 General Psychology (4)
- SOCI 121 Introduction to Sociology (4)
- SPAN 105 Spanish for Health Care Professionals (4)

Major in Marketing Communication, B.S.

A minimum of 75 hours (47 upper-division hours)

**Required Core Courses (63 hours):**
- COMM 105 Communication and Public Speaking 4
- COMM 223 Interpersonal Communication 3
- COMM 326 Advanced Public Speaking 3
- COMM 328 Small Group Communication 3
- COMM 329 Organizational Communication 3
- COMM 330 Intercultural Communication 3
- COMM 360 Junior Seminar 1
- COMM 424 Communication Research I 3
- COMM 425 Communication Research II 3
## Major in Multimedia Communication, B.S.

**A minimum of 75 hours (35 upper-division hours)**

### Required Core Courses (57 hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 105</td>
<td>Communication and Public Speaking</td>
<td>4</td>
</tr>
<tr>
<td>COMM 223</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 326</td>
<td>Advanced Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>COMM 328</td>
<td>Small Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 329</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 330</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 360</td>
<td>Junior Seminar</td>
<td>1</td>
</tr>
<tr>
<td>COMM 424</td>
<td>Communication Research I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 425</td>
<td>Communication Research II</td>
<td>3</td>
</tr>
<tr>
<td>COMM 450</td>
<td>Senior Seminar</td>
<td>1</td>
</tr>
<tr>
<td>JOUR 110</td>
<td>Current Issues in the Media</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 141</td>
<td>Newswriting and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 243</td>
<td>Copyediting I</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 244</td>
<td>Copyediting II</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 246</td>
<td>Videojournalism: Multimedia Story</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 341</td>
<td>Advanced News and Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 434</td>
<td>Media Communication Ethics</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 494</td>
<td>Journalism Internship</td>
<td>3</td>
</tr>
<tr>
<td>PREL 231</td>
<td>Intro to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>PREL 232</td>
<td>Crisis Communication</td>
<td>3</td>
</tr>
<tr>
<td>PREL 337</td>
<td>Fundraising for Non-Profits</td>
<td>3</td>
</tr>
<tr>
<td>PREL 339</td>
<td>Marketing Communication</td>
<td>3</td>
</tr>
<tr>
<td>PREL 345</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>PREL 494</td>
<td>Public Relations Internship</td>
<td>3</td>
</tr>
</tbody>
</table>

### At least one of the following courses:

- COMM 340 Visual Communication & Semiotics (3)
- COMM 427 Persuasive Communication (3)

### Required Cognate Courses (12-13 hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTD 253</td>
<td>Communication Design</td>
<td>3</td>
</tr>
</tbody>
</table>

### At least three of the following courses:

- MKTG 351 Marketing (4)
- MKTG 360 Consumer Behavior (3)
- MKTG 372 Retailing Management (3)
- MKTG 374 Advertising (3)
- MKTG 377 Sales Management (3)
- MKTG 417 Services Marketing (3)
- MKTG 481 Marketing Problems (3)

**Typing Proficiency**

Typing skill is essential for an emphasis in marketing communication. If you are deficient in this area, you should work on improving your typing proficiency during your freshman year.

### Minor in Communication

**A minimum of 24 hours (9 upper-division hours)**

### Required Courses (9 hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 223</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 330</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

### At least one of the following courses:

- COMM 225 Oral Interpretation (3)
- COMM 326 Advanced Public Speaking (3)

### Required Electives (15 hours):

At least 15 hours from the following (6 upper-division):

Additional COMM, PREL, or JOUR courses. Additional 3 upper-division courses. DRMA 229 may also apply.

### Minor in Public Relations/Journalism

**A minimum of 24 hours (9 upper-division hours)**

### Required Courses (12 hours):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 110</td>
<td>Current Issues in the Media</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 141</td>
<td>Newswriting and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 244</td>
<td>Copyediting II</td>
<td>3</td>
</tr>
<tr>
<td>PREL 231</td>
<td>Intro to Public Relations</td>
<td>3</td>
</tr>
</tbody>
</table>

### Required Electives (12 hours):

At least 12 hours from the following (9 upper-division):

Additional PREL or JOUR courses. Additional 3 upper-division courses. ARTD 253, ARTP 150, COMM 340, COMM 427, and COMM 450 may also apply.
Communication

Lower-Division Courses:

COMM 105 4 F, W, S
Communication and Public Speaking
Develops skills in communication, surveys the human communication process, and encourages responsible speaking and listening. Focuses on intrapersonal, interpersonal, small group, and public communication with a specific emphasis on interaction with diverse others in a collaborative setting.

COMM 220 3 F
Health Communication
Overview of the role communication plays in healthcare. Introduction to the ways that body language, gender, culture, and personality effect communication among groups and teams of healthcare professionals as well as in patient provider communication. Prerequisite: COMM 105.

COMM 223 3 F
Interpersonal Communication
Transactional nature of interpersonal communication, including the roles of both verbal and nonverbal communication, empathic listening, and self-disclosure as means of building trusting relationships and developing rhetorical sensitivities. Prerequisite: COMM 105.

COMM 225 3 Arranged
Oral Interpretation
Skills in reading aloud from prose, poetry, plays, and expository material. Emphasis on developing the ability to create and sustain mood and on learning the various methods of creating meaning through vocal expression.

Upper-Division Courses:

COMM 326 3 W, S
Advanced Public Speaking
Advanced instruction in composing informative and persuasive speeches and delivering them before groups. Focuses on speech organization and individual delivery. Prerequisite: COMM 105.

COMM 328 3 S
Small Group Communication
Effective use of communication in small groups; analysis of the nature of group productivity, cohesiveness, and leadership; group problem-solving within various contexts. Prerequisite: COMM 105.

COMM 329 3 W
Organizational Communication
Communication problems and variables unique to the organizational environment. Current and traditional theories are reviewed and applied to various communication studies. Prerequisite: junior or senior class standing.

COMM 330 3 F
Intercultural Communication
Variables and effects of both verbal and nonverbal communication between cultures. Practical applications for careers in all communication fields (domestic and international), business, international relations, international relief and development, language-translation, foreign affairs, social work, and education. Prerequisite: COMM 105.

COMM 340 3 S
Visual Communication and Semiotics
The visual, symbolic, classificatory, and meaning-making practices at the heart of all cultural production, consumption, and communication. Even years.

COMM 350 3 S
Nonverbal Communication
An overview of nonverbal codes and their role in communication. Includes the influence of culture and gender on the interpretation of nonverbal language. Introduction to various theoretical constructs that influence the interpretation of nonverbal communication. Odd years.

COMM 360 1 F
Junior Seminar
Step-by-step process of how to find and apply for jobs. Includes exercises such as creating and updating a résumé, writing a cover letter, what to look for, and how to apply for internships/jobs. Enrollment limited to department majors. Course should be taken during the sophomore or junior year. Prerequisite: sophomore class standing.

COMM 424 3 F
Communication Research I
Planning communication research, designing research instruments, and writing a research plan. Includes overview of ethical issues involved in research. Prerequisites: senior class standing, COMM 328, JOUR 243 or 244, and at least 9 additional hours of COMM, JOUR, or PREL courses.

COMM 425 3 W
Communication Research II
Implementing a communication research plan, survey techniques, tabulation procedures, and simple statistical tests. Includes interpreting survey results, as well as writing and presenting research in a professional, ethical, and credible fashion. Prerequisites: senior class standing, COMM 424, STAT 222.
COMM 426 3 S  
**Argumentation**  
Logical reasoning, fallacies in reasoning, the structure of arguments, and methods of analyzing and evaluating arguments for critical decision making. Emphasis includes both oral and written arguments. Prerequisite: senior class standing.

COMM 427 3 S  
**Persuasive Communication**  
Rhetorical principles of ethical persuasion in public speaking, interpersonal relationships, public relations, and advertising. Development of skills in logical argument, emotive influence, psychological appeal, and achieving source credibility. Prerequisite: junior or senior class standing. Even years.

COMM 440 3 W  
**Health Communication Seminar**  
Exploration, discussion, and review of original research in many areas of health communication. Each student will conduct an extensive review of the research in a specialized area of health communication. Prerequisites: COMM 105, 220, 223, junior or senior class standing.

COMM 450 1 F  
**Senior Seminar in Communication Disciplines**  
Capstone course emphasizing professional skills, ethics, creation of portfolio, and career planning. Prerequisite or corequisite: COMM 360.

COMM 490 1-3 Arranged  
**Issues in Communication**  
Study of a specific issue in an area of communication such as rhetoric and public address, small group communication, interpersonal communication, intercultural communication, organizational communication, journalism, public relations, and speechwriting. Repeatable for credit under different subtitles.

COMM 427 3 S  
**Persuasive Communication**  
Rhetorical principles of ethical persuasion in public speaking, interpersonal relationships, public relations, and advertising. Development of skills in logical argument, emotive influence, psychological appeal, and achieving source credibility. Prerequisite: junior or senior class standing. Even years.

COMM 493 3 F, W, S, Su  
**Health Communication Internship**  
Supervised work experience in a health communication-related environment. Skills in the practice of communication are used. Enrollment limited to department majors. Advance approval of the department required. May not be taken before the end of the sophomore year. Prerequisites: COMM 105, 220. Qualifies for IP grading. Graded S/F.

COMM 494 3 F, W, S, Su  
**Communication Internship**  
Supervised work experience in a communication-related environment. Skills in the practice of communication are used. Enrollment limited to department majors. Advance approval of the department required. May not be taken before the end of the sophomore year. Prerequisites: COMM 105, 226; JOUR 110, 141; PREL 231. Qualifies for IP grading. Graded S/F.

COMM 495 1-3 Arranged  
**Independent Study**  
Opportunity for the advanced student to investigate special interests under the direction of departmental faculty.

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**Journalism**

**Lower-Division Courses:**

**JOUR 110** 3 F  
**Current Issues in the Media**  
Introduction to journalism and its various platforms, including print, video, online, and broadcast. Emphasis on the role and responsibility of the press in a free society.

**JOUR 243** 3 W  
**Copyediting I**  
Refining grammar, punctuation, word selection, and organizational writing and editing skills. Focuses on the importance of writing concise, accurate, balanced, and bias-free journalistic pieces.

**JOUR 244** 3 S  
**Copyediting II**  
An overview of the basic tools and tasks of copyeditors, including rewriting, editing, correcting grammar, using *The Associated Press Stylebook*, creating style sheets, and methods of querying authors. Students learn to edit using conventional marks and symbols, apply the appropriate level of copyediting, eliminate bias, and ensure consistency. Prerequisite: JOUR 243.

**JOUR 246** 3 Arranged  
**Videojournalism:**  
**Multimedia Storytelling**  
An introduction to the production process of non-fiction storytelling with a foundation in journalism. Focuses on the unique challenges and ethical issues faced by the non-fiction storyteller when telling “true” stories. Includes a mix of video samples, lecture, discussion, and lab.
Communication

Upper-Division Courses:

**JOUR 341  Arranged**
*Advanced News and Feature Writing*
Instruction and experience in advanced reporting and nonfiction writing. Development of article ideas, query letters, writing styles, structure and organization of material, copyright, and databases. Honing of skills as interviewers and observers of daily life. The student is required to submit an article for publication. Prerequisites: JOUR 141, 244. Even years.

**JOUR 350  1 F, W, S**
*Campus Chronicle Production*
Supervised experience in the production and publication of PUC’s student newspaper, the *Campus Chronicle*. Graded S/F. May be repeated for credit.

**JOUR 434  3 F**
*Media Communication Ethics*
Current issues involving personal rights and corporate responsibilities as related to concepts of free speech and responsible journalism.

**JOUR 494  3 F, W, S, Su**
*Journalism Internship*
Supervised opportunity for the student to accrue direct experience in a professional journalistic setting as approved by the department. Enrollment restricted to department majors. Prerequisites: JOUR 141, 244; PREL 231, 232; ARTD 253. Qualifies for IP grading. Graded S/F.

**JOUR 495  1-3 Arranged**
*Independent Study*
Offers the advanced student opportunity to pursue investigation in fields of special interest under the direction of departmental faculty.

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**Public Relations**

Lower-Division Courses:

**PREL 231  3 W**
*Introduction to Public Relations*
Fundamental values and procedures of the public relations profession. Research techniques, public relations management, writing, and media relations.

**PREL 232  3 S**
*Crisis Communication*
Applications of public relations to specific publics including employees, multicultural communities, consumers, and government. Management of public relations in crises. Recommended prerequisite: PREL 231.

Upper-Division Courses:

**PREL 337  3 S**
*Fundraising for Non-Profits*
Philosophy of philanthropic giving and the techniques that lead to successful fundraising. Creation of a writing portfolio including: Case statement, direct mail letter, brochure, and press release. Regular guest presentations from fundraising professionals.

**PREL 339  3 W**
*Marketing Communication*
The media of public relations and their incorporation into an integrated marketing communication plan, including the elements, development, and structuring of the plan.

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**PREL 345  3 F**
*Social Media Marketing*
Exploring social media in effective integrated marketing communication. Utilizing the role of the public relations practitioner and the tools needed to represent, support, and promote a business through digital channels. Focus on implementing a campaign through social platforms and practicing the technical skills needed to become social media proficient.

**PREL 494  3 F, W, S, Su**
*Public Relations Internship*
Supervised experience in public relations. Under the direction of a public relations professional, the student accrues direct experience in a professional public relations setting as approved by the department. Enrollment restricted to department majors. Prerequisites: JOUR 141, 244; PREL 231, 232; ARTD 253. Qualifies for IP grading. Graded S/F.

**PREL 495  1-3 Arranged**
*Independent Study*
Offers the advanced student opportunity to pursue investigation in a field of special interest under the direction of department faculty.