

# Communication • Bachelor of Arts

## Why Choose Communication?

Communication is a broad and dynamic field of study. Students in this major study the social, psychological and cultural factors which shape human communication. They also develop specific skills in the areas of public presentation, group dynamics and interpersonal communication. As a result, they are prepared to lead and to work effectively with many kinds of people in many different settings.

Communication majors complete a set of core courses. In addition, they take a number of electives that reflect their individual interests. These include courses in conflict resolution, family communication, organizational communication, persuasion and persuasive speaking, interviewing, gender communication, human relations, nonverbal communication, broadcast presentation, broadcast writing, technical and professional presentation, intercultural communication, and leadership. Advanced students can participate in undergraduate research projects or do internships in the workplace.

## Professional Opportunities

The communication major is excellent preparation for a variety of career paths. These include careers in law, government, business and industry, the ministry, education, health services, and the mass media. Many graduates continue their education by attending graduate or professional school while others find immediate employment.

## Admission Requirements

First year student admission is open to high school graduates (or equivalent) who demonstrate academic preparedness, maturity and seriousness of purpose with educational backgrounds appropriate to their chosen program of study. High school courses and grade point average, ACT composite score, and ACT reading and mathematics subscores will be considered in the admission and placement process. Transfer students must have at least 12 credits at the time of application with a minimum of 2.0 overall GPA including an English and mathematics course, or they must provide their high school records and ACT scores for admission review.

## Graduation Requirements

In order to graduate with a Bachelor of Arts in Communication, a student must complete a minimum of 120 credits including the Communication major, the BA core, an academic minor in another field of study and all general education requirements for the Bachelor of Arts degree. No grade lower than 'C' will count toward the major.

## Required Courses

## Credit Hours

### General Education

This degree requires completion of the General Education requirements for a Bachelor of Arts degree. Details of these requirements are delineated on the General Education website. Courses listed below as program/major required courses with the indicators: C, S, Z, R, G, may also be used to satisfy some of these general education requirements.

### Communication

|          |                              |   |
|----------|------------------------------|---|
| COMM 101 | Intro to Communication Study | 3 |
| COMM 200 | Found of Interpersonal Comm  | 3 |
| COMM 201 | Public Presentation Practice | 3 |
| COMM 251 | Argumentation and Debate     | 3 |
| COMM 299 | Theories Human Communication | 3 |
| COMM 300 | Research Methods in Comm     | 3 |
| COMM 499 | Communication Senior Seminar | 3 |

Choose five courses from the following list; at least three must be at the 300- or 400-level:

|          |                                |   |
|----------|--------------------------------|---|
| COMM 205 | Effective Listening            | 3 |
| COMM 231 | Interpretive Reading           | 3 |
| COMM 301 | Interviewing                   | 3 |
| COMM 305 | Communication-Human Relations  | 3 |
| COMM 310 | Nonverbal Communication        | 3 |
| COMM 315 | Gender Communication           | 3 |
| COMM 320 | Family Communication           | 3 |
| COMM 325 | Speechwriting                  | 3 |
| COMM 332 | Persuasive Speaking            | 3 |
| COMM 333 | Theories of Persuasion         | 3 |
| COMM 336 | Tech and Prof Presentation     | 3 |
| COMM 365 | Intercultural Communication    | 3 |
| COMM 370 | Communication and Conflict     | 3 |
| COMM 380 | Organizational Communication   | 3 |
| COMM 385 | Broadcast Writing              | 3 |
| COMM 387 | Broadcast Presentation         | 3 |
| COMM 421 | Leadership in Small Group Comm | 3 |
| COMM 460 | Comm Rights-Responsibilities   | 3 |

### B.A. Core

3-15 credits

The BA core consists of one COMM course and proficiency in a foreign language through the 201 level.



## More Information

Department of Humanities  
Ferris State University  
Dr. Elizabeth Wilson  
Dr. Sandy Alspach  
820 Campus Drive/JOH 120  
Big Rapids, MI 49307-2225  
Phone: 231-591-2530  
email: wilsonel@ferris.edu

FERRIS STATE UNIVERSITY

C O L L E G E O F A R T S & S C I E N C E S