



# Communication

## About this Major

This major explores the dynamic and evolving field of communication, and allows students to experience a wide array of communication experiences needed to find success in the diverse job market. With courses spanning the corporate, digital marketing, and media worlds, students will be prepared with highly desired skills in the job market today. Offering both online and on-campus courses, this major can be completed on campus or from a distance.

Within this major, students choose an area of focus. The three areas of focus include:

- **Corporate Concentration:** Explores organizational, intercultural, and interpersonal skills in marketing, training, and development.
- **Digital Media Management Concentration:** Explores digital media formats and management while developing skills in public relations, social media management, communication theory and website design.
- **Journalism and Media Concentration:** Explores print, broadcast, and digital communication formats while developing skills in journalism, public relations, digital media, and media convergence.



"This degree is so diverse. You can do so many things with a communication degree (grad school, work force, etc.), so I think it is the perfect degree for those who might even have the smallest interest in Communication." Sarah Monilaws, Communication Major

## Jobs with a Communication Degree

23,721

regional communication job  
listings in the last year



of communication jobs require a  
bachelor's degree

With "communication" ranking as the #1 desired skill in job applicants across all industries, effective communicators will always find somewhere they're wanted for work. Career opportunities with a Communication degree can include:

- Public Relations Manager
- Content Creator
- Event Planner
- Social Media Strategist
- Radio/TV Announcer
- Reporter
- Media Planner
- Sports Information Director
- Corporate Trainer

## Practical Experience

You will gain many skills throughout your time in this program including:

- public speaking confidence
- interviewing skills
- ability to write for a variety of media
- experience working with AI
- tools for effective interpersonal communication
- ability to communicate with people from a variety of cultures



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## Program Fact Sheet

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- experience creating new technology including podcasts, web pages, video streaming, and other digital media
- social media content creation and analytics

During your junior or senior year, you will have the opportunity to practice your skills and gain hands-on experiences through an internship. Students have recently completed internships through areas such as

- television stations
- radio stations
- newspapers
- marketing departments
- public relation firms
- realty offices
- social media management departments
- event planning entities

### **Contact Information**

#### **Department Chair & Faculty Contact**

Dr. Shannon VanHorn, [shannon.vanhorn@vcsu.edu](mailto:shannon.vanhorn@vcsu.edu), (701) 845-7471

#### **Department Location**

McFarland Hall 205

#### **Schedule your visit today!**

<http://visit.vcsu.edu/>

(701) 845-7101 or (800) 532-8641



## Corporate Concentration



This concentration in the Communication major explores organizational, intercultural, and interpersonal skills in marketing, training, and development. This major provides background for public relations, corporate training, organizational communication, and professional public speaking, as well as continued education in communication. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market. Examples of projects you may complete with this major are the creation of training and public relations materials, group problem-solving, service learning projects along with development and implementation of marketing plans.

Alumni from our program work in a variety of fields and positions. Students graduating with this major will be prepared for a variety of careers including:

- Corporate trainer
- Executive recruiter
- Admission counselor
- Motivational speaker
- Marketing manager
- Communication consultant
- Corporate education developer
- Technical writer and researcher
- Special events coordinator
- Corporate spokesperson

## Plan of Study - Corporate Concentration

### First Year

Fall	Credits	Spring	Credits
CIS 170 (Gen Ed)	3	COMM 212	3
COMM 110 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
ENGL 110 (Gen Ed)	3	HPER 100 (Gen Ed)	2
Lab Science (Gen Ed)	4	Lab Science (Gen Ed)	4
UNIV 150	1	MATH 104 (Gen Ed)	3
<b>14</b>		<b>15</b>	

### Second Year

Fall	Credits	Spring	Credits
Art and Music (Gen Ed)	3	Additional Humanities or Social Science (Gen Ed)	3
COMM 216	3	COMM 312	3
Literacies (Gen Ed)	3	Directed Elective	3
Elective (Consult Advisor)	3	Elective (Consult Advisor)	3
Social Science (Gen Ed)	3	Minor Course (Consult Advisor)	3
<b>15</b>		<b>15</b>	

### Third Year

Fall	Credits	Spring	Credits
COMM 304	3	COMM 314	3
COMM 311	3	COMM 444	3
Elective (Consult Advisor)	3	Directed Elective	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
<b>15</b>		<b>15</b>	

### Fourth Year

Fall	Credits	Spring	Credits
COMM 360	3	COMM 411	3
COMM 497	3	COMM 483	3
Elective (Consult Advisor)	3	COMM 491	1
Minor Course (Consult Advisor)	3	Directed Elective	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
		Social Science (Gen Ed)	3
<b>15</b>		<b>16</b>	

**Total Credits 120**

Please note: This plan is intended for general information only. Students are strongly encouraged to meet with their academic advisor each semester before registration.



## Digital Media Management Concentration



This concentration in the Communication major explores digital media formats and management while developing skills in public relations, social media management, communication theory and website design. This program is offered both face-to-face and completely online. The wide variety of classes, combined with an internship, make graduates highly marketable in today's job market. Alumni from our program work in a variety of fields and positions.

Examples of projects you may complete with this major are digital public relations projects for clientele, creation of public relations materials for organizations, creation and management of a digital media campaign and web page development.

Students graduating with this major will be prepared for a variety of careers including:

- Social media manager
- Public relations practitioner
- Advertising and marketing specialist
- Public affairs officer
- Director of media relations
- Multi-media writer
- Media sales representative
- Campaign director
- Professional blogger
- Digital media manager

## Plan of Study - Digital Media Management Concentration

### First Year

Fall	Credits	Spring	Credits
CIS 170 (Gen Ed)	3	COMM 212	3
COMM 110 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
COMM 212	3	HPER 100 (Gen Ed)	2
ENGL 110 (Gen Ed)	3	Lab Science (Gen Ed)	4
UNIV 150	1	MATH 104 (Gen Ed)	3
	<b>13</b>		<b>15</b>

### Second Year

Fall	Credits	Spring	Credits
COMM 200	3	COMM 312	3
Directed Elective	3	Directed Elective	3
Elective (Consult Advisor)	3	Elective (Consult Advisor)	3
Literacies (Gen Ed)	3	Minor Course (Consult Advisor)	3
Social Science (Gen Ed)	3	Social Science (Gen Ed)	3
	<b>15</b>		<b>15</b>

### Third Year

Fall	Credits	Spring	Credits
Art and Music (Gen Ed)	3	COMM 314	3
COMM 360	3	COMM 444	3
Lab Science (Gen Ed)	4	Directed Elective	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
	<b>16</b>		<b>15</b>

### Fourth Year

Fall	Credits	Spring	Credits
COMM 315	3	Additional Humanities and Social Science (Gen Ed)	3
COMM 497	3-12	COMM 411	3
Elective (Consult Advisor)	3	COMM 414	3
Minor Course (Consult Advisor)	3	COMM 491	1
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
	<b>15-24</b>		<b>13</b>

**Total Credits 117-126**

Please note: This plan is intended for general information only. Students are strongly encouraged to meet with their academic advisor each semester before registration.





## Journalism and Media Concentration



This concentration in the Communication major explores print, broadcast, and digital communication formats while developing skills in journalism, public relations, digital media, and media convergence. This program is offered both face-to-face and completely online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

Examples of projects you may complete with this major are analysis and application of concepts from movies or television programming, creation of public relations materials for organizations, beat reporting, web page development and creation of digital media.

Alumni from our program work in a variety of fields and positions. Students graduating with this major will be prepared for a variety of careers including:

- Newspaper reporter
- Public relations practitioner
- Advertising and marketing specialist
- Public affairs officer
- Director of media relations
- Multimedia writer
- Media sales representative
- Campaign director
- Research specialist
- Columnist

## Plan of Study - Journalism Concentration

### First Year

Fall	Credits	Spring	Credits
CIS 170 (Gen Ed)	3	COMM 212	3
COMM 110 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
ENGL 110 (Gen Ed)	3	HPER 100 (Gen Ed)	2
Lab Science (Gen Ed)	4	Lab Science (Gen Ed)	4
UNIV 150	1	MATH 104 (Gen Ed)	3
<b>14</b>		<b>15</b>	

### Second Year

Fall	Credits	Spring	Credits
COMM 200	3	COMM 312	3
COMM 216	3	COMM 314	3
Directed Elective	3	Directed Elective	3
Literacies (Gen Ed)	3	Minor Course (Consult Advisor)	3
Social Science (Gen Ed)	3	Social Science (Gen Ed)	3
<b>15</b>		<b>15</b>	

### Third Year

Fall	Credits	Spring	Credits
Art and Music (Gen Ed)	3	COMM 414	3
COMM 311	3	COMM 415	3
COMM 360	3	Elective (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
<b>15</b>		<b>15</b>	

### Fourth Year

Fall	Credits	Spring	Credits
COMM 497	3-12	Additional Humanities and Social Science (Gen Ed)	3
Elective (Consult Advisor)	3	COMM 411	3
Elective (Consult Advisor)	3	COMM 491	1
Minor Course (Consult Advisor)	3	Elective (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
<b>15-24</b>		<b>13</b>	

**Total Credits 117-126**

Please note: This plan is intended for general information only. Students are strongly encouraged to meet with their academic advisor each semester before registration.



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### **Learning Outcomes**

1. Practices professional and ethical communication strategically
2. Researches, evaluates, and synthesizes information effectively
3. Engages in and appreciates diverse thoughts and ideas
4. Competently works well with others in interpersonal and group situations