

MAJOR IN COMMUNICATION STUDIES



Communication Studies majors gain a versatile, liberal arts education that prepares them to thrive in today's ever-evolving workplace, where having multiple careers is increasingly common. This dynamic major encompasses many facets of film and media studies, relational and organizational communication, and rhetoric and civic engagement. Along with courses in communication studies, the major requires courses in arts and humanities, social sciences, history, and a minor or second major.

The department aims to provide undergraduate majors with an outstanding education in communication studies, enhance their understanding of human communication, and develop their leadership abilities. Through this approach, we prepare students for successful careers, responsible citizenship, and fulfilling lives.

Learning Objectives

- **Knowledge** about the history and practice of our discipline in three specific areas: film and media studies, relational and organizational communication, and rhetoric and civic engagement. Students will be able to explain the utility of theories from these areas and utilize research methods to explore questions from each area of inquiry.
- **Skills** that allow students to apply their knowledge of the major as they address contemporary issues salient to their personal, professional, and civic lives. Students develop proficiency in both oral and written communication, enabling them to craft and deliver coherent, well-organized arguments to specific audiences. They also develop critical thinking skills that allow them to analyze texts, situations, or issues using credible evidence while following a logical, systematic, and/or precise structure.

Freshman

		AUCC	Credits
CO 150	College Composition (GT-CO2)	1A	3
SPCM 100	Communication and Popular Culture (GT-AH1)	3B	3
SPCM 130	Foundations of Human Communication (GT-SS3)	3C	3
SPCM 200	Public Speaking		3
1B (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)		1B	3
1C (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)		1C	3

Accelerated Program

The major in Communication Studies includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions. Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

Potential Occupations

The Communication Studies major, like many liberal arts majors, provides students with a broad academic background suitable for a variety of jobs in the public and private sectors. Majors are trained to think independently and critically, communicate effectively, and function in a multicultural world. Employers appreciate communication studies majors for their multiple skills and their ability to adapt to a variety of tasks and work environments.

Many majors find employment in public relations/marketing, politics, sales, human relations, government, business management, convention and meeting planning, education, and social media. Some students move on to graduate work in communication studies and to post-graduate study in business, law, and theology.

Career opportunities include, but are not limited to, employee relations specialist, employment counselor, human resources consultant, industrial relations representative, public relations specialist, labor relations consultant, training director, vocational rehabilitation counselor, advance agent, business communicator, equal opportunity representative, foreign service officer, cooperative extension service worker, politician, lobbyist, speechwriter, press agent, literary agent, interviewer, sales representative, scriptwriter, filmmaker, lawyer, and teacher.

Internships are available to Communication Studies majors and are highly recommended to enhance practical training and development. Graduates who seek advanced studies can attain positions with higher responsibilities and can rise to top professional levels.

Change of Major

To change your major to Communication Studies, you can either call the College of Liberal Arts Academic Advising Center (<https://advising.libarts.colostate.edu/>) at 970-491-3117, or send them an email (cla_advising@colostate.edu).

Requirements Effective Fall 2022

Biological and Physical Sciences (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)	3A	7
Electives		6
Total Credits		31
Sophomore		
SPCM 201	Introduction to Rhetoric (GT-AH3)	3B 3
SPCM 207	Public Argumentation	3
Select one of the following AUCC Category 2 (Advanced Writing) courses:		3
CO 300	Writing Arguments (GT-CO3)	2
CO 301A	Writing in the Disciplines: Arts and Humanities (GT-CO3)	2
CO 301B	Writing in the Disciplines: Sciences (GT-CO3)	2
CO 301C	Writing in the Disciplines: Social Sciences (GT-CO3)	2
CO 301D	Writing in the Disciplines: Education (GT-CO3)	2
Historical Perspectives (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)	3D	3
Additional Arts and Humanities ¹		6
Additional History ²		6
Additional Social and Behavioral Sciences ³		6
Total Credits		30
Junior		
Minor or Interdisciplinary Minor ⁴		15
Communication Studies Electives ⁵		15
Total Credits		30
Senior		
SPCM 479	Communication Studies Capstone	4C 3
Select one course from the following:		3
SPCM 311	Historical Speeches on American Issues	4A,4B
SPCM 341	Evaluating Contemporary Television	4A,4B
SPCM 342	Critical Media Studies	4A,4B
SPCM 350	Evaluating Contemporary Film	4A,4B
SPCM 354A	Film History: International	4A,4B
SPCM 354B	Film History: United States	4A,4B
SPCM 411	Contemporary Speeches on American Issues	4A,4B
SPCM 412	Rhetorical Criticism	4A,4B
SPCM 420	Political Communication	4A,4B
SPCM 433	Organizational Communication	4A,4B
SPCM 434	International and Intercultural Communication	4A,4B
Minor or Interdisciplinary Minor ⁴		6
Communication Studies Electives ⁵		9
Electives ⁶		8
Total Credits		29
Program Total Credits:		120

¹ Select six credits from the following subject codes: ART, D, E, ETST, L**, MU, PHIL, TH, or WS. No more than one WS course can be counted toward the completion of this requirement.

² Select six additional credits from courses with a HIST subject code.

³ Select a total of six credits from the following: AREC 202, GR 100, courses with subject codes ANTH, ECON, ETST, HIST, JTC, POLS, PSY,

SOC, or WS. No more than one WS course can be counted toward the completion of this requirement.

⁴ Students must complete a university approved minor or interdisciplinary minor.

⁵ Select a total of 24 credits of SPCM subject code courses excluding SPCM 479 and SPCM 495. Students may count up to 6 credits total from the SPCM 278 series (e.g., SPCM 278A, SPCM 278B, etc.); SPCM 384; SPCM 386; SPCM 387; SPCM 486A; SPCM 486B; and

SPCM 486C towards their Communication Studies electives. No more than 3 credits may come from any one course number.

⁶ Select enough elective credits to bring program total to a minimum of 120 credits, of which at least 42 must be upper-division (300- to 400-level).

Major Completion Map

Freshman

Semester 1	Critical	Recommended	AUCC	Credits
CO 150 College Composition (GT-CO2)			1A	3
SPCM 100 Communication and Popular Culture (GT-AH1)			3B	3
1C (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)			1C	3
Biological and Physical Sciences (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3A	3
Elective				3
Total Credits				15

Semester 2	Critical	Recommended	AUCC	Credits
SPCM 130 Foundations of Human Communication (GT-SS3)			3C	3
SPCM 200 Public Speaking				3
1B (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#aucc)	X		1B	3
Biological and Physical Sciences (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			3A	4
Elective				3
CO 150 must be completed on the end of Semester 2.	X			
Total Credits				16

Sophomore

Semester 3	Critical	Recommended	AUCC	Credits
SPCM 201 Introduction to Rhetoric (GT-AH3)			3B	3
Historical Perspectives (https://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			3D	3
Additional Arts and Humanities (See allowable subject codes on Requirements Tab)				3
Additional History (See allowable subject codes on Requirements Tab)				3
Additional Social and Behavioral Science (See allowable subject codes on Requirements Tab)				3
Total Credits				15

Semester 4	Critical	Recommended	AUCC	Credits
SPCM 207 Public Argumentation				3
Select one course from the following:			2	3
CO 300 Writing Arguments (GT-CO3)			2	
CO 301A Writing in the Disciplines: Arts and Humanities (GT-CO3)			2	
CO 301B Writing in the Disciplines: Sciences (GT-CO3)			2	
CO 301C Writing in the Disciplines: Social Sciences (GT-CO3)			2	
CO 301D Writing in the Disciplines: Education (GT-CO3)			2	
Additional Arts and Humanities (See allowable subject codes on Requirements Tab)				3
Additional History (See allowable subject codes on Requirements Tab)				3
Additional Social and Behavioral Science (See allowable subject codes on Requirements Tab)				3
AUCC 1C, AUCC 3A (Biological and Physical Sciences), AUCC 3D (Historical Perspectives) must be completed by the end of Semester 4.	X			
Total Credits				15

<i>Junior</i>					
Semester 5		Critical	Recommended	AUCC	Credits
SPCM***					9
Minor or Interdisciplinary Minor Courses					6
Total Credits					15
Semester 6		Critical	Recommended	AUCC	Credits
SPCM***					6
Minor or Interdisciplinary Minor Courses					9
Total Credits					15
<i>Senior</i>					
Semester 7		Critical	Recommended	AUCC	Credits
Select one course from the following:					3
SPCM 311	Historical Speeches on American Issues	X		4A,4B	
SPCM 341	Evaluating Contemporary Television	X		4A,4B	
SPCM 342	Critical Media Studies	X		4A,4B	
SPCM 350	Evaluating Contemporary Film	X		4A,4B	
SPCM 354A	Film History: International			4A,4B	
SPCM 354B	Film History: United States			4A,4B	
SPCM 411	Contemporary Speeches on American Issues	X		4A,4B	
SPCM 412	Rhetorical Criticism	X		4A,4B	
SPCM 420	Political Communication	X		4A,4B	
SPCM 433	Organizational Communication			4A,4B	
SPCM 434	International and Intercultural Communication	X		4A,4B	
SPCM***					5
Minor or Interdisciplinary Minor Course					3
Electives					4
AUCC 2 (Advanced Writing) and SPCM 100, SPCM 130, SPCM 200, SPCM 201, SPCM 207 must be completed by the end of Semester 7.					
Total Credits					15
Semester 8		Critical	Recommended	AUCC	Credits
SPCM 479	Communication Studies Capstone	X		4C	3
SPCM***		X			4
Minor or Interdisciplinary Minor Course		X			3
Electives		X			4
The benchmark courses for the 8th semester are the remaining courses in the entire program of study.					
Total Credits					14
Program Total Credits:					120