

Communication

Study in the field of communication involves learning how humans employ widely varied media to produce understanding between people (or not). Learning in the field focuses on balancing general, theoretical studies of communication functions with the critical capacity to evaluate real world practice, and adding to this the enhanced ability to perform varied communication skills.

The core of the major emphasizes courses that introduce students to key concepts for communicating in the 21st century. The core courses provide vital foundations for work in the three areas of study, while the major-specific courses enable students to engage in integration, critical reflection, and application of all they have learned.

As the modes of communication are diverse, so too are the careers in the field, and the three majors (Communication, Journalism, and Public Relations) allow students to choose more specialized arenas of study to better prepare them for their chosen careers.

Communication--verbal and media tracks: The Communication major is designed to enhance students' skills and understanding of either verbal or media communication in preparation for any career that heavily emphasizes communication practice. This two-track major gives students the opportunity to choose what form of communication they will emphasize: it includes a verbal track and a media track.

The verbal track includes skills courses in a variety of oral genres, including public speaking and interpersonal communication. In addition, since "verbal" means "with words," the major includes a three-class writing skill set.

The media track emphasizes communication in a variety of media modes, including publication design, web site development, computer video production, and photography.

Objectives for this major include for students to interpret the process of communication and employ communication in real-world practice as they strategically and competently apply verbal or media skills.

This major is an excellent second major when packaged with a related field of study in either liberal arts or a professional field.

Career Opportunities

One strength of the three Communication program majors is that they prepare the individual for a wide variety of careers. For example, students who graduate with a Communication major must choose to complete the verbal track or the media track. Communication majors in the verbal track are prepared for careers that focus on communication practice, ranging from law to ministry, politics, business, and more. Communication majors in the media track are prepared for careers in media aspects of organizations (e.g. desktop publishing, video production, web page design) as well as the design and production of corporate publications (e.g. magazines, newsletters and annual reports).

See a full list of course descriptions on the Courses of Instruction (<http://catalog.mtmercy.edu/archives/2016-17/coursesofinstruction>) page.

See the Graduate section (<http://catalog.mtmercy.edu/archives/2016-17/graduateprograms>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

Communication: Verbal Track

CO 101	Oral Communication	3
CO 102	Public Speaking	3
CO 111	Introduction to Communication Studies	3
CO 130	Basic Media Grammar for Professional Writing	1

CO 242	Media Theory	3
CO 360	Law, History and Ethics of Mass Media	4
CO 311	Communication Analysis	3
CO 380	Internship in Communication	3
CO 480	Seminar in Communication	3
CO 120	Introduction to Journalism	3
or CO 280	Writing For Public Relations	
EN 123	Professional Writing	4
or EN 203	Creative Writing	
Any one:		3
EN 210	Writing And Analysis Of Literature	
EN 320	Intermediate Creative Writing	
EN 321	Topics In Creative Writing	
Literature course numbered 225-309		
any FS 200-level course		
Any two:		6
CO 250	Effective Group Communication	
BK 305	Professional Selling	
BA 310	Dispute Resolution	
ED 135	Storytelling	
GS 250	Business Etiquette	
SW 245	Basic Helping Skills	
SP 220	Spanish for the Profession	

Total Hours 42

Communication: Media Track

AR 103	Art & Graphic Design Fundamentals	3
AR 106	Photography I	3
AR 120	Visual Technology	3
AR 130	Graphic Design I	3
AR 220	Typography & Design	3
AR 280	Video on the Computer	3
CO 111	Introduction to Communication Studies	3
CO 120	Introduction to Journalism	3
or CO 280	Writing For Public Relations	
CO 130	Basic Media Grammar for Professional Writing	1
CO 242	Media Theory	3
CO 290	News Processing for Journalism and Public Relations	4
CO 311	Communication Analysis	3
CO 360	Law, History and Ethics of Mass Media	4
CO 380	Internship in Communication	3
CO 480	Seminar in Communication	3
CS 103	Introduction To Web Site Development	3

Total Hours 48

NOTE: Students majoring in the Communication Program can pursue an additional major or minor in the Communication Program ONLY if they also earn, at minimum, some other non-communication department minor.

Academic Requirements

A grade of C or above (C- does not count) is required in each of the communication department course requirements.

Communication: Verbal

CO 111	Introduction to Communication Studies	3
CO 130	Basic Media Grammar for Professional Writing	1
CO 311	Communication Analysis	3
Choose Two:		6
CO 102	Public Speaking	
CO 250	Effective Group Communication	
BK 305	Professional Selling	
BA 310	Dispute Resolution	
SP 220	Spanish for the Profession	
Choose One:		3
CO 120	Introduction to Journalism	
CO 280	Writing For Public Relations	
Choose One:		3-4
EN 123	Professional Writing	
EN 203	Creative Writing	
Total Hours		19-20

Communication: Media

CO 111	Introduction to Communication Studies	3
CO 242	Media Theory	3
CO 130	Basic Media Grammar for Professional Writing	1
AR 120	Visual Technology	3
CS 103	Introduction To Web Site Development	3
Choose One:		3
AR 106	Photography I	
AR 220	Typography & Design	
AR 280	Video on the Computer	
Choose One:		3
CO 120	Introduction to Journalism	
CO 280	Writing For Public Relations	
Total Hours		19