

# REAL Curriculum Program Alignment Proposal

Department or School: Enter dept/school name: School of Communication Date: 9/23/2020

Degree type:  BS  BA  BBA  BSN  BM  BFA  BSW  Minor  Certificate

Program: Communication major, Communication Studies concentration

REAL Area Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: Sandy French; sfrench5@radford.edu

Completion of a minimum of two semesters of one language in a foreign/sign language program. Students will be placed in the appropriate level of their chosen language depending on their previous foreign language experience and on the placement examination results as determined by the Foreign Language department.

BS/BA Requirements:

- Any degree program that fulfills a REAL area must include at least 9 unique credit hours for each area covered. At least 3 of these 9 credit hours must be at the 300 level or above
- A single major degree program may fulfill no more than three REAL areas for any one student, unless all four REAL areas are fulfilled by accreditation or licensure requirements.
- A single minor or certificate degree program may fulfill no more than two REAL areas.
- Degree program may cover up to two REAL areas using a single prefix.
- All courses documenting the coverage of a REAL area must fulfill all learning outcomes and be designated in that area.
- All courses that document fulfillment of a REAL area within a degree program of study are NOT required to be taught by the department/school. However, departments/schools are expected to formally communicate with other departments about reliance on and inclusion of courses in their degree program plans of study. Indicate this through signature of chair or director of the partnering department or school in the areas below.
- Departments or schools that seek to fulfill REAL areas must acknowledge assessment requirements for those areas. Assessment of degree seeking students is required to be conducted yearly by the department or school offering the degree program.
- If departments or schools want to use a menu of courses to fulfill a particular area, please duplicate the sections below for each REAL area and include information for each course included in the menu of options.
- Please save this file for submission as PROGRAM NAME\_ProgramType.docx (Example: Criminal Justice\_BS.docx)

By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Date:
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**Official Program Description:**

Please paste the entire official program description from the Radford University catalog in the space within this box. Find those here: <https://catalog.radford.edu/>

Please note that every department/school will have to submit a catalog change proposal for program that asks the Registrar's Office to insert language about the program coverage of the REAL areas into the official Radford University catalog upon approval.

The **Communication Major** is designed to prepare undergraduate students for the future in two ways. First, students are prepared to become professional communicators. The professional communicator role involves, but is not limited to, public relations, training, investor relations, human resources, community relations, crisis management, and governmental or legislative relations. Second, students are prepared to make contributions to a variety of organizations from a **communication** perspective. Students have the opportunity to develop special knowledge and skill with regard to conflict, groups, leadership, relationships, public relations, political campaigns, organizations, etc. Whichever path students choose, they can be assured that **communication** knowledge and skills are highly valued. **Communication majors** choose one of two concentrations leading to the Bachelor of Arts or the Bachelor of Science degree. The concentrations are Public Relations and **Communication Studies**.

All majors in **Communication** must complete: 1) 43-45 hours of University Core Curriculum requirements; 2) the 6 to 8-hour B.S. requirement or the 6 to 8-hour B.A. requirement; 3) 6 hours of the School of **Communication Core** Requirements and 36 hours of a concentration in Public Relations or **Communication Studies** for a total of 42 hours in the School of **Communication**; and 4) elective courses for a total of 120 hours. A minor or a 15-hour concentration of conceptually related courses is strongly recommended.

## Core Curriculum Requirements (43-45 credits)

In **College Core B**, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

## B.A. Requirements

The Bachelor of Arts degree requires completion of the **B.A. language requirements** described in this catalog.

## School of Communication Core (6 credits)

Students in the School of **Communication** must complete these two courses with a grade of "C" or higher.

**COMS 130 - Introduction to Communication**

**COMS 330 - Communication Theory**

## Concentrations

# Communication Studies

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The concentration in Communication Studies prepares students for positions in both the private and public sectors as well as providing a solid foundation in the Communication discipline for those desiring to continue their education in graduate school. Courses in communication studies combine material from the humanities, fine arts, and social sciences in order to explain how and why people interact in the ways they do. Students in the Communication Studies concentration will study the ways that people use communication in public life, politics, and social movements. Students will learn how to analyze and evaluate communication practices in a wide variety of settings and be able to apply practical, oral, written and visual communication skills and knowledge necessary for success in the 21st century marketplace.

*Total required hours for the concentration: (36 credits)*

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*Required Courses: (24 credits)*

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(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

[COMS 114 - Public Speaking](#)

[COMS 231 - Research Methods in Communication](#)

[COMS 240 - Teamwork and Communication](#)

[COMS 250 - Interpersonal Communication](#)

[COMS 332 - Argumentation and Advocacy](#)

[COMS 333 - Persuasion](#)

[COMS 440 - Listening and Nonverbal Communication](#)

[COMS 451 - Intercultural and International Communication](#)

*Choose three of the following: (9 credits)*

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[COMS 314 - Organizational Communication](#)

[COMS 413 - Political Communication](#)

[COMS 414 - Critical Analysis of Public Discourse](#)

[COMS 415 - Communication Training and Development](#)

[COMS 416 - Business and Professional Communication](#)

[COMS 433 - Communication and Social Change](#)

[COMS 439 - Communication and Leadership](#)

[COMS 457 - Diversity in Communication](#)

[COMS 459 - Communication in Conflict Management](#)

[COMS 465 - Communication and Health Care](#)

*Electives in COMS (3 credits)*

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# Public Relations

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The concentration in Public Relations prepares students for positions as professional communicators by providing a combination of technical communication skills and theoretic knowledge necessary to make them competitive for entry-level public relations positions.

*Total required hours for the major 36*

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## Required Courses (27 credits)

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(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

[COMS 225 - Introduction to Public Relations](#)

[COMS 231 - Research Methods in Communication](#)

[COMS 235 - Writing for Public Relations \\*](#)

[COMS 240 - Teamwork and Communication](#)

[COMS 314 - Organizational Communication](#)

[COMS 408 - Public Relations Management](#)

[COMS 411 - Public Relations Media and Campaigns](#)

[COMS 416 - Business and Professional Communication](#)

[COMS 499 - Communication Internship \\*\\*](#)

Note(s):

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\*Students must earn a "C" or better in [COMS 235](#).

\*Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

## Electives (9 credits)

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Choose 9 credit hours of elective credits from School of Communication courses. Six (6) credit hours must be at the 300 or 400 level. No more than 6 hours of internship credit (including the 3 required hours) may be used to meet requirements for the major.

Suggested electives include:

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[COMS 333 - Persuasion](#)

[COMS 173 - Introduction to Advertising and IMC](#)

[COMS 273 - Advertising Account Planning](#)

[COMS 226 - Digital Imaging](#)

[COMS 430 - Crisis Management and Communication](#)

Internships

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Internships are available at approved agencies for qualified students. Students work under departmental supervision in private corporations, public organizations, advertising and public relations agencies, lobbying groups, and other organizations that will provide a suitable environment for learning. To qualify for an internship, a student must be a major in **Communication** and must be in good academic standing with 75 hours of credit completed. **Communication majors** have interned at Burson-Marsteller Public Relations, Frankfurt, Germany; Edelman Public Relations, Washington, D.C.; Gray and Rice Public Relations, Boston, Massachusetts; Stanton **Communications**, Washington, D.C.; United Way, Roanoke, Virginia; Pulaski Rangers Minor League Baseball, Pulaski, Virginia; Police Department, Roanoke, Virginia; Virginia Department of Motor Vehicles; Virginia Tourism; Spartanburg Regional Healthcare System, Spartanburg, South Carolina; Blue Ridge Hospice, Winchester, Virginia; The Children's Museum, Washington, D. C.; Carilion Health Care System; Crawford Long Medical Center; United Network for Organ Sharing, Richmond, Virginia; and the International Association of Travel Agencies.

## Graduation Requirements

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To graduate with a major in **Communication**, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.

## SCIENTIFIC AND QUANTITATIVE REASONING

<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area: Course Prefix: Course Number: Course Title: Credit Hours: New course: <input type="checkbox"/> Yes <input type="checkbox"/> No Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>R Area: Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>E Area:  Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>  Course Prefix: COMS  Course Number: 250  Course Title: Interpersonal Communication  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 140</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>  Course Prefix:  Course Number: 330  Course Title: Communication Theory  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 130</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>  Course Prefix: COMS  Course Number: 440  Course Title: Listening and Nonverbal Communication  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be):</b>  COMS 250 Interpersonal Communication</p>	

<p><b>A Area:</b>  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Arts in Communication, Communication Studies concentration.</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Arts in Communication, Communication Studies concentration.</p>
<p>Additional information for REAL Council consideration:</p>	



## APPLIED LEARNING

<p>L Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
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<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  No If not, what additional material resources would be needed?

Are existing space resources adequate to support this program alignment proposal?

Yes  No If not, what additional space resources would be needed?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature:	Date:
Chair/Dean on Behalf of Dept/School:	Signature:	Date:
College Curriculum Committee Approval:	Signature:	Date:
Dean/AVP Approval:	Signature:	Date:
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date:

# REAL Curriculum Program Alignment Proposal

Department or School: Enter dept/school name: School of Communication Date: 9/23/2020

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Program: Communication major, Communication Studies concentration

REAL Area Program Designation Sought (check all that apply):  R  E  A  L

Dept/School Contact: Sandy French; sfrench5@radford.edu

B.S. Requirements include 6-8 hours chosen from the following: PHIL 112, PHIL 310, PHIL 390, COMS 400\*, PSYC 301, PSYC 302, PSYC 445, SOCY 380,

BS/BA Requirements: SOCY 480, ARTS 261, ARTG 280, BLAW 203, ITEC 110.

\*COMS 400 needs to be removed per new Bachelor of Science requirements.

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By signing, the department/school acknowledges the above conditions and considerations:

Dept/School Signature	Date:
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**Core Curriculum Requirements (43-45 credits)**

In College Core B, all majors in programs in the College of Humanities and Behavioral Sciences are required to pass a second course in Social and Behavioral Sciences; i.e., CHBS majors cannot fulfill College Core B requirements with a Health and Wellness course.

**B.S. Requirements (6-8 credits)**

The Bachelor of Science degree requires six semester hours, in addition to Core Curriculum requirements, selected from any of the following areas: Math, statistics, computer science, or

natural science (including GEOS 130, GEOS 336, GEOS 335 and GEOS 350). In addition, the following courses may be used to meet the B.S. requirement:

PHIL 112 - Introduction: Ethics and Society

PHIL 310 - Professional Ethics \*

PHIL 390 - Ethical Theory \*

COMS 400 - Communication Law and Ethics \*

PSYC 301 - Analysis of Psychological Data \*

PSYC 302 - Research Methods in Psychology \*

PSYC 445 - Psychological Tests and Measurements \*

SOCY 380 - Introduction to Social Research Methods \*

SOCY 480 - Survey Research Methods \*

SOCY 482 - Qualitative Research Methods \*

SOCY 485 - Organizational Research \*

ARTS 261 - Photography I

ARTG 280 - Introduction to Graphic Design

BLAW 203 - Legal Environment of Business

ITEC 110 - Principles of Information Technology

Note(s):

\*denotes prerequisites exist for these courses

School of Communication Core (6 credits)

Students in the School of Communication must complete these two courses with a grade of "C" or higher.

COMS 130 - Introduction to Communication

COMS 330 - Communication Theory

Concentrations

Communication Studies

The concentration in Communication Studies prepares students for positions in both the private and public sectors as well as providing a solid foundation in the Communication discipline for those desiring to continue their education in graduate school. Courses in communication studies combine material from the humanities, fine arts, and social sciences in order to explain how and why people interact in the ways they do. Students in the Communication Studies concentration will study the ways that people use communication in public life, politics, and social movements. Students will learn how to analyze and evaluate communication practices in a wide variety of settings and be able to apply practical, oral, written and visual communication skills and knowledge necessary for success in the 21st century marketplace.

Total required hours for the concentration: (36 credits)

Required Courses: (24 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 114 - Public Speaking

COMS 231 - Research Methods in Communication

COMS 240 - Teamwork and Communication

COMS 250 - Interpersonal Communication

COMS 332 - Argumentation and Advocacy

COMS 333 - Persuasion

COMS 440 - Listening and Nonverbal Communication

COMS 451 - Intercultural and International Communication

Choose three of the following: (9 credits)

COMS 314 - Organizational Communication

COMS 413 - Political Communication

COMS 414 - Critical Analysis of Public Discourse

COMS 415 - Communication Training and Development

COMS 416 - Business and Professional Communication

COMS 433 - Communication and Social Change

COMS 439 - Communication and Leadership

COMS 457 - Diversity in Communication

COMS 459 - Communication in Conflict Management

COMS 465 - Communication and Health Care

Electives in COMS (3 credits)

Public Relations

The concentration in Public Relations prepares students for positions as professional communicators by providing a combination of technical communication skills and theoretic knowledge necessary to make them competitive for entry-level public relations positions.

Total required hours for the major 36

Required Courses (27 credits)

(STAT 130 or STAT 200 is a required course but can be counted toward College Core B, Additional Mathematical or Natural Science, or the BS degree requirements).

COMS 225 - Introduction to Public Relations

COMS 231 - Research Methods in Communication

COMS 235 - Writing for Public Relations \*

COMS 240 - Teamwork and Communication

COMS 314 - Organizational Communication

COMS 408 - Public Relations Management

COMS 411 - Public Relations Media and Campaigns

COMS 416 - Business and Professional Communication

COMS 499 - Communication Internship \*\*

Note(s):

\*Students must earn a "C" or better in COMS 235.

\*\*Students wishing to complete an internship must have a 2.0 GPA in the major and must apply and interview for the privilege of participating in an internship experience.

Electives (9 credits)

Choose 9 credit hours of elective credits from School of Communication courses. Six (6) credit hours must be at the 300 or 400 level. No more than 6 hours of internship credit (including the 3 required hours) may be used to meet requirements for the major.

Suggested electives include:

COMS 333 - Persuasion

COMS 173 - Introduction to Advertising and IMC

COMS 273 - Advertising Account Planning

COMS 226 - Digital Imaging

COMS 430 - Crisis Management and Communication

Internships

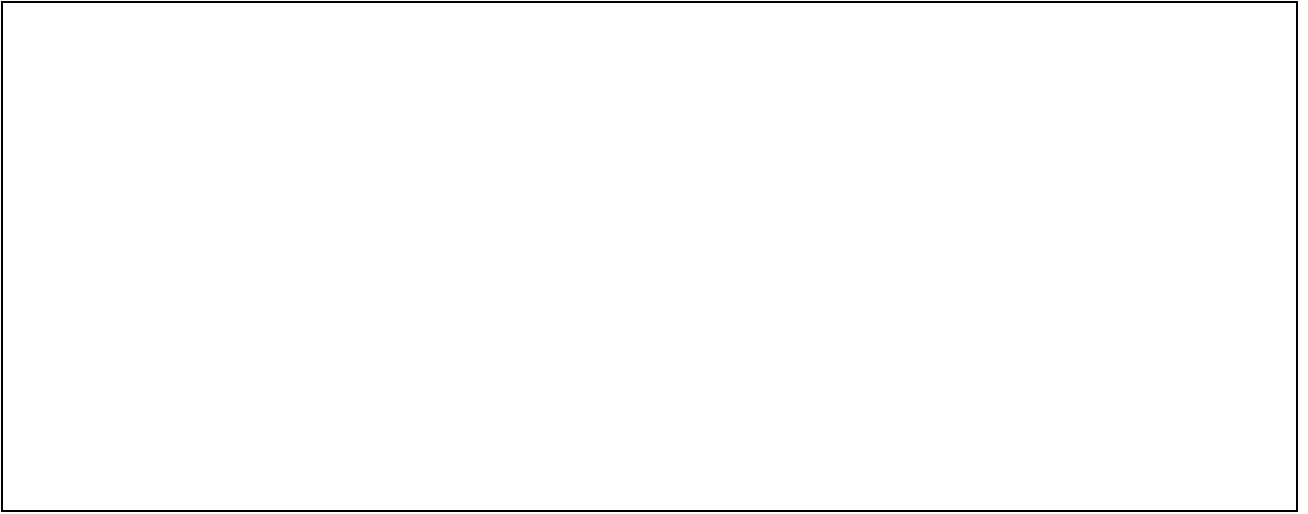
Internships are available at approved agencies for qualified students. Students work under departmental supervision in private corporations, public organizations, advertising and public relations agencies, lobbying groups, and other organizations that will provide a suitable environment for learning. To qualify for an internship, a student must be a major in Communication and must be in good academic standing with 75 hours of credit completed. Communication majors have interned at Burson-Marsteller Public Relations, Frankfurt, Germany; Edelman Public Relations, Washington, D.C.; Gray and Rice Public Relations, Boston, Massachusetts; Stanton Communications, Washington, D.C.; United Way, Roanoke, Virginia; Pulaski Rangers Minor League Baseball, Pulaski, Virginia; Police Department, Roanoke, Virginia; Virginia Department of Motor Vehicles; Virginia Tourism; Spartanburg Regional Healthcare System, Spartanburg, South Carolina; Blue Ridge Hospice, Winchester, Virginia; The Children's Museum, Washington, D. C.; Carilion Health Care System; Crawford Long Medical Center; United Network for Organ Sharing, Richmond, Virginia; and the International Association of Travel Agencies.

Graduation Requirements

To graduate with a major in Communication, a student must have a grade point average of 2.25 or higher for all courses taken with a COMS prefix.



01/14/2020



## SCIENTIFIC AND QUANTITATIVE REASONING

<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>R Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>R Area:  Learning Goal: To apply scientific and quantitative reasoning to questions about the natural world, mathematics, or related areas.</p>	
<p>Learning Outcome 1: Students apply scientific and quantitative information to test problems and draw conclusions.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students evaluate the quality of data, methods, or inferences used to generate scientific and quantitative knowledge.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## HUMANISTIC OR ARTISTIC EXPRESSION

<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>E Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>E Area:  Learning Goal: To explore humanistic or artistic expression through inquiry or creativity.</p>	
<p>Learning Outcome 1:  Students demonstrate understanding of diverse ideas, languages, products, or processes of humanistic inquiry or artistic expression.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically evaluate, synthesize, or create forms of human expression or inquiry.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

## CULTURAL OR BEHAVIORAL ANALYSIS

<p><b>A Area:</b>  Course Prefix: COMS  Course Number: 250  Course Title: Interpersonal Communication  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 140</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>  Course Prefix:  Course Number: 330  Course Title: Communication Theory  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 130</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input checked="" type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Area:</b>  Course Prefix: COMS  Course Number: 440  Course Title: Listening and Nonverbal Communication  Credit Hours: 3  New course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Projected student enrollment per academic year: 50</p>	<p>Is this course required or an elective for your degree program? <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.</p> <p>Course Rotation: <input checked="" type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)</p> <p>Intended Frequency: <input type="checkbox"/> Every academic year <input checked="" type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other</p> <p>Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p><b>A Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be):</b>  COMS 250 Interpersonal Communication</p>	

<p><b>A Area:</b>  Learning Goal: To examine the context and interactions of culture(s) and/or behavior(s).</p>	
<p>Learning Outcome 1: Students describe behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Science in Communication, Communication Studies concentration.</p>
<p>Learning Outcome 2: Students analyze the interactions of behaviors, beliefs, cultures, social institutions, and/or environments.</p>	<p>The School of Communication will explore the use of the university-wide REAL assessment program to assess learning outcomes for the Bachelor of Science in Communication, Communication Studies concentration.</p>
<p>Additional information for REAL Council consideration:</p>	

## APPLIED LEARNING

<p>L Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Area:  Course Prefix:  Course Number:  Course Title:  Credit Hours:  New course: <input type="checkbox"/> Yes <input type="checkbox"/> No  Revised course: <input type="checkbox"/> Yes <input type="checkbox"/> No    Projected student enrollment per academic year:</p>	<p>Is this course required or an elective for your degree program? <input type="checkbox"/> Required <input type="checkbox"/> Elective  Is this course offered within your dept/school? <input type="checkbox"/> Yes <input type="checkbox"/> No  If no, collaborating dept/school must also complete the remaining elements, and must sign below.    Course Rotation: <input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Intersession <input type="checkbox"/> Other (Explain below)    Intended Frequency: <input type="checkbox"/> Every academic year <input type="checkbox"/> Every semester <input type="checkbox"/> Every other year  <input type="checkbox"/> At least once every three years <input type="checkbox"/> Other    Signature of collaborating chair/director indicating acknowledgement for inclusion and designation if not offered in dept/school:</p>
<p>L Designated Course Required within the Program of Study Approved for Inclusion in the General Education Coursework: (please list at least one, can also be listed above but does not need to be)</p>	

<p>L Area:  Learning Goal: To explore professional practice through the application of knowledge, skills, and critical reflection.</p>	
<p>Learning Outcome 1: Students apply acquired knowledge and skills to develop professional identity or professional practice.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Learning Outcome 2: Students critically reflect on their learning, abilities, experiences, or role within professional contexts.</p>	<p>Description of learning outcome assessment plan:</p>
<p>Additional information for REAL Council consideration:</p>	

Are existing material resources adequate to support this program alignment proposal?

Yes  No If not, what additional material resources would be needed?

Are existing space resources adequate to support this program alignment proposal?

Yes  No If not, what additional space resources would be needed?

Are existing human resources adequate to support this program alignment proposal?

Yes  No If not, what additional human resources would be needed?

Department Curriculum Committee Recommendation:	Signature:	Date:
Chair/Dean on Behalf of Dept/School:	Signature:	Date:
College Curriculum Committee Approval:	Signature:	Date:
Dean/AVP Approval:	Signature:	Date:
REAL Council Recommendation:	Signature:	Date:
Faculty Senate Curriculum Committee Recommendation:	Signature:	Date:
Faculty Senate Approval:	Signature:	Date:
Provost Approval:	Signature:	Date: