

# Communication Studies Major Program Checklist: **Cultural Communication**

Effective August 2024 (24/25 Undergraduate Catalog)

To count toward the major, all SCOM courses must be passed with a C- or better

## **I. Core: 12 Credit Hours**

The following five courses must be completed by all majors, no substitutions.

- SCOM 240 (Intro to Comm Theory)
- SCOM 240L (Comm Theory Lab)
- SCOM 242 (Presentational Speaking)
- SCOM 280 (Intro to Comm Research)
- SCOM 341 (Persuasion)

## **II. Communication Studies Electives – 6 Credit Hours**

- SCOM 200/300/400
- SCOM 200/300/400

## **III. Advanced Research Methods: 3 Credit Hours**

SCOM Research Choose 1 of the following:  
Prerequisite: SCOM 280

- SCOM 381 Rhetorical Research Methods
- SCOM 383 Quantitative Experimental Research Methods
- SCOM 385 Qualitative Research Methods
- SCOM 386 Survey Research Methods
- SCOM 388 Campaign Research Methods

**I, II, and III.** Required of all SCOM concentrations

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## **IV. Cultural Communication Concentration: 18 Credit Hours**

### **Cultural Communication Concentration Core: Required Courses: 9 Credit Hours**

- SCOM 248 (Intercultural Comm)
- SCOM 349 (Ethnographic Approaches to Comm Studies)
- SCOM 448 (Comm, Culture and Identity)

### **Cultural Communication Concentration Electives:**

#### **(Choose two) 6 Credit Hours**

- SCOM/ANTH 305 (Language and Culture)
- SCOM 347 (Comm, Diversity, and Popular Culture)
- SCOM/WGSS 348 (Comm and Gender)
- SCOM 352 (Comm and Social Movements)
- SCOM 355 (Food as Comm)
- SCOM 356 (Immigrant Advocacy)
- SCOM/SMAD 357 (Youth, Comm and Culture)
- SCOM 395 (Study Abroad Seminar)
- SCOM/WGSS/WRTC 420 (Feminist Rhetorics)

### **Communication Skills: (Choose one) 3 Credit Hours**

- SCOM 261 (PR Techniques: Written)
- SCOM/WGSS 301 (Feminist Blogging: Shout Out! JMU)
- SCOM 325 (Small Group Comm)
- SCOM 340 (Principles and Processes of Interviewing)
- SCOM 342 (Argument and Advocacy)
- SCOM 344 (Oral Interpretation)
- SCOM 358 (Business and Professional Comm Studies)
- SCOM 447 (Facilitating Public and Organizational Engagement Processes)
- SCOM 449 (Comm Training)

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## **V. Minor/Second Major/Cognate: 12–18 credits**

Complete a minor program of study, a second major, or 12 hours outside of SCOM at 300/400 level.

- Minor or  2nd major or  12 hours of electives

## **VI. General Education: 41 credits**

- Cluster 1  Cluster 2  Cluster 3  Cluster 4  Cluster 5

## **VII. BA/BS Degree Requirements: 3–17 credits**

The Philosophy and Natural/Social Science courses may not double count with General Education credit.

BA:  Language 232  Philosophy

BS:  Math 220/COB 191  Natural/Social Science

## **VIII. Total credit hours required to graduate is 120 hours**