

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

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. Generalist Concentration: 18 Credit Hours**

### **A. Communication Theory and Context: (Choose two) 6 Credit Hours**

- SCOM 245 (Signs, Symbols, and Social Interaction)
- SCOM 248 (Intercultural Comm)
- SCOM 260 (Intro to Public Relations)
- SCOM/WGSS 302 (Third Wave Ecofeminism)
- SCOM/ANTH 305 (Language and Culture)
- SCOM 306 (Advanced Topics in Organizational Comm)
- SCOM 313 (Topics in Comm Studies)
- SCOM 314 (Comm in Romantic Relationships)
- SCOM 320 (Intro to Interpersonal Comm)
- SCOM 330 (Special Topics in Interpersonal Comm)
- SCOM 331 (Comm and Conflict)
- SCOM 338 (The Art of Public Debate)
- SCOM 345 (Nonverbal Comm)
- SCOM 346 (Free Speech in America)
- SCOM 347 (Comm, Diversity, and Popular Culture)
- SCOM 348 (Comm and Gender)
- SCOM 349 (Ethnographic Approaches to Comm Studies)
- SCOM 350 (Organizational Comm)
- SCOM 351 (Visual Rhetoric)
- SCOM 352 (Comm and Social Movements)
- SCOM 353 (American Political Culture and Comm)
- SCOM 354/WRTC 326 (Environmental Comm and Advocacy)
- SCOM 355 (Food as Comm)
- SCOM 356 (Immigrant Advocacy)
- SCOM 357 (Youth Comm and Culture)
- SCOM 363 (International Public Relations)
- SCOM 365 (Sports Public Relations)
- SCOM 369 (Topics in Engaged Public Relations)
- SCOM 370 (Intro to Health Comm)
- SCOM 395 (Study Abroad)
- SCOM 413 (Advanced Topics in Comm Studies)
- SCOM 414 (Attachment Comm)
- SCOM/WGSS/WRTC 420 (Feminist Rhetorics)
- SCOM 425 (Leadership Comm)
- SCOM 431 (Legal Comm)
- SCOM 440 (Family Comm)
- SCOM/HIST 441 (Oral History)
- SCOM 442 (Advanced Topics in Advocacy Studies)
- SCOM 448 (Comm, Culture and Identity)
- SCOM 450 (Advanced Studies in Organizational Comm)
- SCOM 453 (Political Campaign Comm)
- SCOM 456 (Fundraising Campaigns & Donor Motivation)
- SCOM 460 (Public Relations Management)
- SCOM 461 (Public Relations Campaigns)
- SCOM 464 (Comm, Culture and Sports)
- SCOM 470 (Health Comm Campaigns)
- SCOM 471 (Culture and Health Comm)
- SCOM/POSC/SMAD 472 (Media and Politics)

**B. Communication Skills: (Choose one) 3 Credit Hours**

Choose 1 of the following:

- SCOM 261 (Public Relations Techniques I: Written)
- SCOM 301 / WGSS 301 (Feminist Blogging)
- 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 361 (Public Relations Techniques II: Visual)
- SCOM 367 (Advanced Public Relations Writing)
- SCOM 447 (Facilitating Public and Org Engagement Processes)
- SCOM 449 (Comm Training)

**D. 300/400-Level SCOM courses: (Choose two) 6 Credit Hours**

- SCOM 300/400 \_\_\_\_\_
- SCOM 300/400 \_\_\_\_\_

**C. Advanced Communication Theory and Context: (Choose one) 3 Credit Hours**

- SCOM 413 (Advanced Topics in Comm Studies)
- SCOM 414 (Attachment Communication)
- SCOM/WGSS/WRTC 420 (Feminist Rhetorics)
- SCOM 425 (Leadership Comm)
- SCOM 431 (Legal Comm)
- SCOM 440 (Family Comm)
- SCOM/HIST 441 (Oral History)
- SCOM 442 (Advanced Topics in Advocacy Studies)
- SCOM 448 (Comm, Culture and Identity)
- SCOM 450 (Advanced Studies in Organizational Comm)
- SCOM 453 (Political Campaign Comm)
- SCOM 456 (Fundraising Campaigns & Donor Motivation)
- SCOM 460 (Public Relations Management)
- SCOM 461 (Public Relations Campaigns)
- SCOM 464 (Comm, Culture and Sports)
- SCOM 470 (Health Comm Campaigns)
- SCOM 471 (Culture and Health Comm)
- SCOM/POSC/SMAD 472 (Media and Politics)

**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**

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog. In the case of discrepancies, the University Catalog is the official curriculum students must follow. This document was reviewed by Lori Britt on