What New Students Must Know
The Department was created as an independent administrative unit in Fall 1999

We offer the largest undergraduate major in the School of Humanities and Social Sciences

The major boasts about 600 declared majors and about 80 minors

Who Are We?

24 Roster Faculty
18 Adjunct Faculty
3 Full Time Staff Members
190 regular course sections taught each fall/spring academic year
Our Curriculum is Unique

- Our distinctive, *integrated* curriculum discourages specialization in technologies and professional practices that quickly become obsolete.

- Instead, communication students are exposed to ideas and develop *proficiencies* that will sustain them for a lifetime.
This Isn’t an Easy Major!

Departmental Goals

Write Beautifully
Speak Eloquently
Think Critically
Research Effectively
Understand Communication as a Liberal Art

The major takes at least 4 semesters to complete.
You must earn at least a C- in any class required for the major.

Public & Visual Cultures:
*Consider the impact of communication in action on modes of cultural production. Practitioners have the skills to analyze communication through the production, performance, reception, & circulation of cultural forms.
Examples include civic and community engagement, cultural studies, film & popular culture, intercultural communication, rhetoric & influence, social justice, & visual literacy.

Strategic Communication:
*Study of how organizations & individuals use communication to negotiate their roles in society. Includes the applied & theoretical sides of communication in regard to social influence, reputation management, & brand communication.
Public Relations is a central aspect of strategic communication.

Health Communication:
*Study & use of communication strategies to inform & influence individual & community decisions related to health.
Examples include communication between health providers & patients, sources people consult for health information, construction of public health messages, & campaigns, & images portrayed by health providers & health issues in the media.

Political Communication:
*Study of the composition, transfer, & reception of political messages. These inquiries produce a knowledge base that ultimately informs how individuals come to understand political power in its various forms.
Examples include analyzing campaigns, governance, international relations, media, social movements, & identity politics.
Departmental Goals

Write Beautifully
Speak Eloquently
Think Critically
Research Effectively
Understand Communication as a Liberal Art

The major takes at least 4 semesters to complete

You must earn at least a C- in any class required for the major
Core Courses

COMM 214 & 214D: Media in the Digital Age

COMM 215: Communication, Identity, & Community

COMM 280/281: Introduction to Communication Messages (year-long course)

COMM 301: Communication Research Methods

COMM 310: Message Design & Influence
Advanced Courses

COMM 315: Ethical Communication

COMM 336: Addressing Problems in Context

COMM 410: Analysis of Communication Practice

COMM 480/481: Capstone in Communication (year-long course)
**Advanced Courses**

COMM 315: Ethical Communication

COMM 336: Addressing Problems in Context

COMM 410: Analysis of Communication Practice

COMM 480/481: Capstone in Communication (year-long course)
Capstone in Communication

- Year-long course taken in your last 2 semesters
- A meaningful & rigorous culminating experience of your major coursework
- A variety of subtopics will be offered every year

Capstone Application

The semester before you begin your Capstone (e.g. spring 2015 to take Capstone in fall 2015), you need to complete the CAPSTONE APPLICATION online.
Strategic Communication:

*Study of how organizations & individuals use communication to negotiate their role in society. Includes the applied & theoretical sides of communication in regard to social influence, reputation management, and brand communication.

Public Relations is a central aspect of strategic communication...
What is Public Relations?

- Involves the study of how organizations utilize responsible behavior & two-way communication in order to influence opinions & behavior of key audiences as well as to respond & adapt to the concerns of those audiences.
Job Possibilities

Community Outreach/Public Information

Public Relations

Communication Technologies

Corporate Communications

Marketing Communications

Human Resource Management
Health Communication:

*Study & use of communication strategies to inform & influence individual & community decisions related to health.

Examples include communication between health providers & patients, sources people consult for health information, construction of public health messages and campaigns, & images portrayed by health providers & health issues in the media.
Job Possibilities

- Hospitals
- Pharmaceutical Companies
- HMOs

Federal Government Health Agencies
Local or State Health Departments
Health-related Non-profit Organizations
Political Communication:

*Study of the composition, transfer, & reception of political messages. These inquiries procedure a knowledge base that ultimately looks at how individuals come to understand political power in its various forms.

Examples include analyzing campaigns, governance, international relations, media, social movements, & identity politics.
Job Possibilities

- Political Consulting
- Public Diplomacy
- Speech Writing
- Political Advertising
- Public Affairs
- Political Journalism
- Lobbyist
Public & Visual Cultures:

*Considers the impact of communicative action on modes of cultural production. Practitioners have the skills to analyze communication through the production, performance, reception, & circulation of cultural forms.

Examples include civic and community engagement, cultural studies, film & popular culture, intercultural communication, rhetoric & influence, social justice, & visual literacy.
Job Possibilities

Advertising Director

Art Director

Curator

Layout Coordinator

Media Relations Officer
Out Of Classroom Opportunities

Study Abroad
CisternYard Media
Lambda Pi Eta
Departmental Scholarships

Internships
- Not required for the major
- Highly recommended if you want a
Internships

- Not required for the major

- Highly, highly, highly recommended if you want a job in a Communication field

- We encourage majors to complete at least two during their college career
Requirements to Earn Credits:

1. Junior or senior standing

2. 15 earned credit hours of COMM major coursework

3. Minimum 2.5 COMM major gpa

4. Minimum 2.0 cumulative gpa

5. Submit required paperwork

*Students can earn credit for two internship experiences (maximum of six credit hours total)
Bully Pulpit Series

- A non-partisan series, which invites political candidates and figures to speak with campus & community members on topics related to presidential communication & important issues in the community
Advisory Council

- Promotes the recognition & progress of communication instruction at CofC.

- Made up of 53 prominent communication professionals from across the United States
Advisory Council Members

- Time Warner Cable
- CNN Digital
- Sunoco
- BMW
- IBM
- Home Depot
- New York Times
- Landor Associates
- Michelin
- TBS, Inc.
- Sara Lee
- Ketchum
- Fannie Mae
- Rawle Murdy
- BNFS Railway
Mentor-Protege Program

- Part of the Advisory Council

- An experienced professional (mentor) guides, coaches, & teaches a less experienced student or young professional (protege)

- Meant to benefit both parties
  - Improvement of social skills, self awareness, self esteem & autonomy
  - Increase employment, work related skills, and career progression & goals

*Students must be nominated and apply to be considered as a protege for their Junior and/or Senior Years*
Martin Scholars

- Students interested in and having an aptitude for leading and mentoring others—now and in the future—and hope to excel in the communications profession

- Provided networking opportunities locally in Charleston and regionally in the Lowcountry

*The program accepts up to 10 students each academic year. Students will be rising seniors, selected in the spring of their junior year.*
For Your First Semester

- COMM 214 & COMM 214D or COMM 215
- COMM 280
- MATH 104 or MATH 250
Questions?