ABOUT THE PROGRAM

The Department of Communication (COMM) offers one of the largest undergraduate majors at the College, with 555 declared COMM majors and 80 minors at the end of the spring 2018 semester. The department offers a Master of Arts in Communication, with 10 students enrolled as of the fall 2017 semester.

For more information on any of the opportunities in this brochure please email commdept@cofc.edu, call 843.953.7017 or visit the main office of the Department of Communication located at 9 College Way.

communication.cofc.edu
Communication majors and minors have access to unique program-only opportunities such as scholarships and awards, internships, study abroad trips, and mentoring programs.

> Read more about the many offerings –

**MARTIN SCHOLARS PROGRAM**

Tom and Wanda Martin established this mentoring program in the spring 2016 semester. Tom Martin is the executive-in-residence in the Department of Communication and he previously held top leadership positions at ITT Corporation and FedEx.

The purpose of the Martin Scholars program is to inspire and develop a future generation of mentors among today’s outstanding Communication majors at the College of Charleston. The program develops a select group of senior Communication students through a combination of exposure to effective communication leaders who serve as mentors and teachers, networking opportunities with Communication alumni and Advisory Council members, and experiential learning.

The Martin Scholars will be taught, counseled, shaped and influenced by seasoned communication veterans. In turn they will further develop their own skills, insights and abilities to serve in this valued role as they launch their communication careers.

Students must apply to be selected for this program. The program accepts up to 10 communication students each academic year. Students will be rising seniors, selected in the spring of their junior year.

communication.cofc.edu/student-ops/martin-scholars.php

**SCHOLARSHIPS**

- Lindner Family Scholarships
- Mary Ramsay and Charlie Hall Memorial Scholarships
- The Charleston Advertising Federation/Ken Adkins Memorial Scholarship
- John and Kathleen Rivers Foundation Scholarship
- Karen Avenoso Award
- South Carolina Cable Television Foundation Scholarship
- W.N. Looper Award

More specific descriptions of these scholarships and awards are available at communication.cofc.edu. Some scholarships and awards are not available during every academic year. New scholarships and awards may be added to this list during the academic year.

**EXPERIENTIAL LEARNING AWARDS**

- John Palmer Communication Award
  This legacy award supports opportunities for College of Charleston Communication students to continue their education beyond the classroom and engage in real-world learning experiences.

- Lindner Internship Award
  This award is available to support students majoring in Communication who would like to pursue an internship opportunity outside of the state of South Carolina. Students must have an overall GPA of 3.3 or higher, plan to complete the internship between their junior and senior year, and be willing to maintain a blog or create a web portfolio to report back on their experience.

communication.cofc.edu/student-ops/scholarships.php

Pictured from top of stairs to bottom: Coleman Ott, SC Cable TV Foundation Scholarship; Grace Benigni, Karen Avenoso Award; Nia Strothers, Palmer Experiential Learning Award; Emma Berry, Charleston Advertising Federation/Ken Adkins Memorial Scholarship; and Katherine O’Hare, John M. Rivers, Jr. Scholarship.
Premiere Experiential Learning Opportunities

All communication students complete a capstone in their senior year, but each section of this class has a different focus. Previous capstone topics have included:
- Podcasting
- Political communication and elections
- Narratives and relationships
- Leadership
- Strategic communication campaigns

LEADERSHIP
- A year of intensive personal leadership development, goal setting, and a focus on strengthening areas of weakness.
- Students learned to analyze and apply communication theories and concepts to real-world leadership problems through case studies, role plays, and interactions with organizational leaders, as well as a research project on a specific area of leadership.

STRATEGIC COMMUNICATION CAMPAIGNS
- Two-year partnership with Charleston Wine + Food allows students to serve as “local agency of record” for CHSWFF.
- Student “fellows” supported the media relations, public relations, brand marketing, and social media functions of the festival from August through March.
- Over 350 hours of professional experiences logged by each student resulted in a portfolio of work that demonstrated high-level strategic communications planning and execution.

Bully Pulpit Series
- Internationally recognized event series in political communication; mission of the Series is to provide a platform for dialogue with the nation’s leaders and motivate political participation across campus.
- Hosted 35+ major candidate and media events since 2008.
- Offers various experiential learning opportunities, community partnerships, and campus collaborations; over 15,000 visitors to campus, 200+ students directly involved in series as capstone students or volunteers.
- Registered 800+ CofC students to vote.

STUDY ABROAD
Consider completing some of your Elective, General Education, or Communication courses through a study abroad program. COMM faculty lead trips abroad as the Department hosts several programs overseas -- for instance: India, Prague, and Spain. (These are examples of previous trips and may not be offered every year.) If studying abroad interests you, begin planning early in your College career with your advisor and the staff at the Center for International Education.

communication.cofc.edu/student-ops/study-abroad.php

Pictured: Jasmine Campbell took 2 study abroad advanced skills courses in COMM and traveled to Prague, Budapest, and Bratislava.
MENOR-PROTÉGÉ PROGRAM
Communication students are paired with nationally prominent industry leaders from our COMM Advisory Council in this program.

The mentoring relationship is one in which an experienced professional (mentor) guides, coaches, and teaches a less experienced student or young professional (protégé), providing advice regarding career options, resumes, etc.

communication.cofc.edu/advisorycouncil/mentorprotegeprogram.php

INTERNSHIPS
Internships are not required, but all students are encouraged to complete at least one internship before graduation. Internships, whether paid or unpaid, provide valuable work experience and an opportunity to apply what you learn in the classroom. Students needing assistance in locating great opportunities at the local or national levels should read their MMM.

communication.cofc.edu/student-ops/internships.php

BACHELOR’S ESSAY
This course is a year-long research and writing project completed during senior year under the close supervision of a departmental faculty member. It is required for the Honors College, but students meeting certain criteria also are eligible to do a bachelor’s essay. Students must submit a proposal in writing and get approval from departmental honors committee prior to course registration. Students will confer regularly with tutor both on progress of their research and on drafts of their paper. The finished paper will be 50+ pages and will reflect detailed research in the field.

catalog.cofc.edu

LAMBDA PI ETA
This is the honor society of the National Communication Association (NCA). The Xi Chi chapter at the College of Charleston is among nearly 300 other active chapters at colleges and universities worldwide. The goals of Lambda Pi Eta are to recognize, foster, and reward outstanding scholastic achievement; stimulate interest in the field of communication; promote and encourage professional development among communication majors; provide an opportunity to discuss and exchange ideas about the field; establish and maintain close relationships and understanding between faculty and students; and explore options for further graduate studies.

To be invited to join Lambda Pi Eta at the College, a student must be a COMM major in good standing with a minimum of 60 credit hours completed overall; have at least 12 credit hours completed toward a communication degree; have a GPA of 3.25 in his or her major; and have an overall GPA of 3.0. Finally, COMM Department faculty must feel he or she displays a genuine commitment to the field of communication.

communication.cofc.edu/student-ops/lambdapieta.php

RESEARCH OPPORTUNITIES
COMM faculty have close relationships with their students and invite them to work on collaborative research projects. Students hone their presentation skills through participating in regional and national meetings/conventions where they share their research findings. Conferences where students have presented:

> Carolinas Communication Association
> Southern States Communication Association
> Eastern States Communication Association
> National Communication Association
> SOPHE & APHA -- Public Health conferences