Nebraska Wesleyan University

Communication Studies (B.A., B.S.)

Catalog

2023-2024

Program Description

The Bachelor of Arts (B.A.) and Bachelor of Science (B.S.) are academically equivalent within the department.

Departments

1. Communication Studies

Communication Studies Major (B.A., B.S.**, 37-38 hours)

Core Requirements	24 hours
COMM 1250 Introduction to Communication Studies	4 hours
COMM 1510 Intercultural Communication	4 hours
COMM 2300 Communication Theory	4 hours
COMM 3500 Research Methods	4 hours
COMM 3700 Organizational Communication	4 hours
COMM 4100 Communication in the Professions	4 hours
Electives	**7 hours (minimum)**
COMM 2360 Experiencing the Culture of Italy (3 hours)	
COMM 2400 Communication and Leadership (4 hours)	
COMM 2500 Family Communication (3 hours)	
COMM 2550 Health Communication (3 hours)	
COMM 2600 Mass Media (4 hours)	
COMM 2700 Communication and Gender (4 hours)	
COMM 2970 Internship* (1-8 hours)	
COMM 3200 Persuasive Communication (4 hours)	
COMM 3300 Public Relations (3 hours)	
COMM 3600 Principles of Advertising (3 hours)	
COMM 3800 Communication through Dialogue (4 hours)	
COMM 4900 Selected Topics (2-3 hours)	

**The 2000-level internship may only be taken as an addition to at least 5 elective hours (e.g., a combination of any of the other electives equaling 5 hours). The class may be repeated.*

Capstone Experience	6-7 hours
COMM 4970 Internship	2-3 hours
COMM 4980 Communication and Contemporary Society	4 hours
Minor or Second Major Required	

**A Communication Studies major customarily earns either a B.A. or B.S. degree. However, if a student has a first major that is associated with a different baccalaureate degree, the Communication Studies major may serve as a second major for the degree associate with the first major (B.F.A., B.M., B.S.N.).