Baruch College: Department of Communication Studies

BACHELOR OF ARTS DEGREE IN COMMUNICATION STUDIES

Fact Sheet

Definition of Communication Studies
Communication Studies (CS) is both a scholarly and professional academic field that focuses on processes of communication ranging from nonverbal and verbal communication to global media in interpersonal, organizational, cultural, political, and international contexts.

Students majoring in CS have a choice between four concentrations: Interpersonal and Group Communication, Intercultural and International Communication, Rhetoric and Public Advocacy, and Digital Communication and Culture.

Relevance of Major
- unparalleled developments in communication technology and social media
- pervasive influence of media
- globalization with unprecedented social, economic, political, and cultural dynamics
- increasingly complex human relationships
- importance of understanding messages and their consequences for addressing vital social and political concerns
- importance of communication competence for accommodating diverse groups within society

Importance of Program
- CS is among top ten majors in popularity nationwide.
- Communication skills rank highest among the skills that employers seek in job candidates (including higher than quantitative skills).
- Other B.A. programs in the metro area focus on speech, speech pathology, media studies, or journalism, or are housed in private institutions. The CS major at Baruch is the only full CS program at a public institution in the metro area.
- CS ranks among the most pragmatic and popular fields of academic study, providing an ideal springboard for a variety of graduate degrees and—due to the spread of digital communication, social media, and globalization—the basis for a rapidly growing number of new careers. Likewise, many established but fast-growing occupations are applicable to CS majors.
- The Department of Communication Studies offers an interdisciplinary major in Business Communication with specialization in Corporate Communication (BC/CC). The interdisciplinary major consists of almost 50 percent business classes. The new major in CS offers a choice for students interested in a more intensive study of communication, in liberal arts and sciences.
Careers and Opportunities for Advanced Study

1. Interpersonal and Group Communication

The concentration in *Interpersonal and Group Communication* will prepare students to enter the following professions: speech or communication training and coaching, counseling, mediation, sales, employee relations, community outreach or development.

The concentration is suited for students wishing to pursue graduate degrees in CS and fields such as communication education and psychology. Students will also be prepared for certification programs or advanced degrees in counseling or human resource management.

2. Intercultural and International Communication

The concentration in *Intercultural and International Communication* is intended for students who are interested in careers in intercultural training, international business, multicultural marketing, global communications, diplomacy, foreign correspondence, international education, the travel industry, and international development.

In addition to graduate studies in CS, graduate studies in fields such as international relations and international business match this concentration. The concentration is also suited for certification or advanced degrees in diversity training, intercultural business consulting, and global relocation and transition counseling.

3. Rhetoric and Public Advocacy

The concentration in *Rhetoric and Public Advocacy* is designed for those students who are interested in careers in communication and public policy, lobbying, legislative work, political campaigning, speechwriting, community outreach, and political activism.

The concentration prepares students for graduate studies in communication and related fields, and is especially relevant both for students wishing to pursue a law degree and for those who have a general interest in effective and ethical leadership roles in all areas of public life.

4. Digital Communication and Culture

The concentration in *Digital Communication and Culture* will prepare students for careers in new media industries, multimedia planning, social media coordination, digital communications, digital content management, publishing, and media sales.

The concentration is suited for students interested in graduate studies in CS as well as graduate studies related to journalism and broadcasting. Students will also be prepared for certificate programs in screenwriting, documentary media, media management, and film production.