

Department of Communication Studies

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Field Description

Students examine the theory and practice of communication in a variety of contexts, including business and nonprofit organizations, small groups, the mass media, and video- and computer-based media. Under the auspices of the department, students acquire the knowledge base and analytical skills necessary to become effective communicators within an increasingly intercultural business and public environment. Courses are intended to serve the general student population as well as those students who have selected the corporate communication specialization of the business communication major.

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The Major

Business Communication Major with a Specialization in Corporate Communication

The business communication major is designed for students who are interested in careers in business journalism, corporate communication, or graphic communication. Because the business communication field is essentially interdisciplinary in nature, the program integrates courses from several departments in the Weissman School of Arts and Sciences and the Zicklin School of Business.

The corporate communication specialization prepares students for careers as communication specialists in business, industry, government, and nonprofit organizations in such fields as media relations, investor relations, corporate advertising, and employee communication. Interested students should contact the Department of Communication Studies at 646-312-3720.

The major also offers specializations in graphic communication (see the [Department of Fine and Performing Arts](#) listing) and business writing (see the [Department of Journalism and the Writing Professions](#) listing).

Program Prerequisites **12 credits**

CIS 2200	Introduction to Information Systems and Technologies	3 credits
MGT 3120	Fundamentals of Management	3 credits
MKT 3000	Marketing Foundations	3 credits
STA 2000	Business Statistics I	3 credits
or		
STA 2100	Statistics for Social Science	3 credits
or		
ECO 1001	Micro-Economics (may be applied to the base curriculum)	3 credits

or		
ECO 1002	Macro-Economics (may be applied to the base curriculum)	3 credits
ECO 1110	Current Economic Problems	3 credits

Major/Specialization: 30 credits

Interdisciplinary Core 12 credits

Business Communication

COM 3150	Business Communication	3 credits
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Marketing/Advertising

Choose one course:

MKT 3520	Advertising and Marketing Communications	3 credits
MKT 3600	Marketing Research	3 credits
MKT 3605	Consumer Behavior	3 credits

Management

Choose one course:

MGT 3300	Management: A Behavioral Approach	3 credits
MGT 3800	Management and Society	3 credits

Business or Arts and Sciences Elective

One business or arts and sciences elective (at the 2000 level or above) to be selected upon consultation with the program advisor and with the advisor's approval.

Specialization Requirements 18 credits

Required Courses 9 credits

COM 3068	Managerial Communication Within Organizations	3 credits
COM 3102	Communication for Executives	3 credits
COM 5010	Internship in Business and Public Communication	3 credits

Electives 9 credits

COM 3020	Communication and Advocacy in Business and Public Affairs	3 credits
COM 3045	Communication Law and Free Speech	3 credits
COM 3058	The Ethics of Image Making: Film, Television, and Digital Media	3 credits
COM 3059	Video Communication and Production	3 credits

COM 3060	Media Analysis and Criticism	3 credits
COM 3062	Studies in Electronic Media	3 credits
COM 3067	American Television Programming	3 credits
COM 3069	Intercultural Communication	3 credits
COM 3070	Persuasion	3 credits
COM 3071	Argumentation and Debate	3 credits
COM 3075	Interpersonal and Group Communication	3 credits
COM 3076	International Communication	3 credits
COM 3077	Interpersonal Communication	3 credits
COM 3078	Group Communication	3 credits
COM 3800	Principles of Public Relations	3 credits
COM 4000	Corporate Communication	3 credits
COM 4005	Public Relations Writing	3 credits
COM 4010	Public Relations Campaigns	3 credits
COM 4059	Advanced Video Communication and Production	3 credits
COM 4101	Selected Topics	variable
COM 4900	Topics in Communication Studies	3 credits

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The Minor

A minor in the Department of Communication Studies provides students with a concentration in an area of study of acknowledged importance to every career path. The minor consists of two courses at the 3000 level or above and the communication studies capstone course, [COM 4900](#) . While students may elect any two courses listed below, possible areas of concentration include the following: corporate communication, media studies, interpersonal and intercultural communication, and public communication.

Choose any two courses from those listed:

COM 3045	Communication Law and Free Speech	3 credits
COM 3058	The Ethics of Image Making: Film, Television, and Digital Media	3 credits
COM 3059	Video Communication and Production	3 credits
COM 3060	Media Analysis and Criticism	3 credits
COM 3061	Speech Composition and Delivery	3 credits

COM 3062	Studies in Electronic Media	3 credits
COM 3067	American Television Programming	3 credits
COM 3068	Managerial Communication Within Organizations	3 credits
COM 3069	Intercultural Communication	3 credits
COM 3070	Persuasion	3 credits
COM 3071	Argumentation and Debate	3 credits
COM 3075	Interpersonal and Group Communication	3 credits
COM 3076	International Communication	3 credits
COM 3077	Interpersonal Communication	3 credits
COM 3078	Group Communication	3 credits
COM 3102	Communication for Executives	3 credits
COM 3150	Business Communication	3 credits
COM 3800	Principles of Public Relations	3 credits
COM 4000	Corporate Communication	3 credits
COM 4005	Public Relations Writing	3 credits
COM 4010	Public Relations Campaigns	3 credits
COM 4059	Advanced Video Communication and Production	3 credits
COM 4063	Advanced Speech Writing	3 credits
COM 4101	Selected Topics	variable

Complete the minor with the communication studies capstone course:

COM 4900	Topics in Communication Studies	3 credits
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Courses

Courses in Communication Studies (COM)

COM 1010	Speech Communication	3 hours; 3 credits
COM 2000	Introduction to Communication Studies	3 hours; 3 credits

COM 3014	Intensive Voice and Diction	3 hours; 3 credits
COM 3020	Communication and Advocacy in Business and Public Affairs	3 hours; 3 credits
COM 3040	Information and Society	3 hours; 3 credits
COM 3045	Communication Law and Free Speech	3 hours; 3 credits
COM 3058	"The Ethics of Image Making: Film, Television, and Digital Media "	3 hours; 3 credits
COM 3059	Video Communication and Production	3 hours; 3 credits
COM 3060	Media Analysis and Criticism	3 hours; 3 credits
COM 3061	Speech Composition and Delivery	3 hours; 3 credits
COM 3062	Studies in Electronic Media	3 hours; 3 credits
COM 3063	Speaking to the Camera	3 hours; 3 credits
COM 3067	American Television Programming	4 hours; 3 credits
COM 3068	Managerial Communication Within Organizations	3 hours; 3 credits
COM 3069	Intercultural Communication	3 hours; 3 credits
COM 3070	Persuasion	3 hours; 3 credits
COM 3071	Argumentation and Debate	3 hours; 3 credits
COM 3075	Interpersonal and Group Communication	3 hours; 3 credits
COM 3076	International Communication	3 hours; 3 credits
COM 3077	Interpersonal Communication	3 hours; 3 credits
COM 3078	Group Communication	3 hours; 3 credits
COM 3102	Communication for Executives	3 hours; 3 credits
COM 3150	Business Communication	3 hours; 3 credits
COM 3700	Introduction to Linguistics and Language Learning	3 hours; 3 credits
COM 3750	The Structure and History of English	3 hours; 3 credits
COM 3800	Principles of Public Relations	3 hours; 3 credits
COM 4000	Corporate Communication	3 hours; 3 credits
COM 4005	Public Relations Writing	3 hours; 3 credits
COM 4010	Public Relations Campaigns	3 hours; 3 credits
COM 4015	The Globalization of English	3 hours; 3 credits
COM 4059	Advanced Video Communication and Production	3 hours; 3 credits
COM 4063	Advanced Speech Writing	3 hours; 3 credits

COM 4101	SELECTED TOPICS	Hours and credits to be arranged
COM 4110	Selected Topics	Hours and credits to be arranged
COM 4900	Topics in Communication Studies	3 hours; 3 credits
COM 5000	Ind Stud Com I	Hours and credits to be arranged
COM 5001	Ind Stud Com II	Hours and credits to be arranged
COM 5010	Internship in Business and Public Communication	8 - 10 hours plus periodic conferences with internship coordinator; 3 credits
COM 5011	Internship in Business and Public Communication	8 - 10 hours plus periodic conferences with internship coordinator; 3 credits
COM 1010H	Hon Corp Com	3 hours; 3 credits
COM 4000H	Hon Corp Com	3 hours; 3 credits
COM 4900H	Hon Top in Com Stud	3 hours; 3 credits
COM 6001H	Hon Communic I	3 hours; 3 credits per semester
COM 6002H	Hon Com Stud II	3 hours; 3 credits per semester

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