

# Department of Communication Studies

- [Faculty](#)
- [Field Description](#)
- [The Majors and Courses](#)
- [The Minor and Courses](#)
- [Courses](#)
  - [Courses in Communication Studies \(COM\)](#)
- [Department of Communication Studies Web Site](#)

## 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.

[back to top](#)

## The Majors

- [Business Communication - Corporate Communication](#)
- [Communication Studies](#)

### 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

<a href="#">CIS 2200</a>	Introduction to Information Systems and Technologies <i>(Students must complete <a href="#">BUS 1000</a> as a course prerequisite)</i>	3 credits
<a href="#">MGT 3120</a>	Fundamentals of Management	3 credits
<a href="#">MKT 3000</a>	Marketing Foundations	3 credits
<a href="#">STA 2000</a>	Business Statistics I	3 credits
<b>or</b>		
<a href="#">STA 2100</a>	Statistics for Social Science	3 credits

<i>or</i>		
<a href="#">ECO 1001</a>	Micro-Economics (may be applied to the base curriculum - <i>Baruch Common Core</i> )	3 credits
<i>or</i>		
<a href="#">ECO 1002</a>	Macro-Economics (may be applied to the base curriculum - <i>Baruch Common Core</i> )	3 credits
<i>or</i>		
<a href="#">ECO 1110</a>	Current Economic Problems	3 credits

**Major/Specialization: 30 credits**

**Interdisciplinary Core 12 credits**

#### Business Communication

<a href="#">COM 3150</a>	Business Communication	3 credits
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#### Marketing/Advertising

Choose one course:

<a href="#">MKT 3520</a>	Advertising and Marketing Communications	3 credits
<a href="#">MKT 3600</a>	Marketing Research <i>(Students must complete <a href="#">STA 2000</a> as a course prerequisite)</i>	3 credits
<a href="#">MKT 3605</a>	Consumer Behavior	3 credits

#### Management

Choose one course:

<a href="#">MGT 3300</a>	Management: A Behavioral Approach	3 credits
<a href="#">MGT 3800</a>	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**

<a href="#">COM 3068</a>	Managerial Communication Within Organizations	3 credits
<a href="#">COM 3102</a>	Communication for Executives	3 credits
<a href="#">COM 5010</a>	Internship in Business and Public Communication	3 credits

**Electives 9 credits**

<a href="#">COM 3020</a>	Communication and Advocacy in Business and Public Affairs	3 credits
<a href="#">COM 3045</a>	Communication Law and Free Speech	3 credits
<a href="#">COM 3057</a>	Introduction to Digital Communication and Culture	3 credits
<a href="#">COM 3058</a>	The Ethics of Image Making: Film, Television, and Digital Media	3 credits
<a href="#">COM 3059</a>	Video Communication and Production	3 credits
<a href="#">COM 3060</a>	Media Analysis and Criticism	3 credits
<a href="#">COM 3062</a>	Studies in Electronic Media	3 credits
<a href="#">COM 3065</a>	American Public Address	3 credits
<a href="#">COM 3067</a>	American Television Programming	3 credits
<a href="#">COM 3069</a>	Intercultural Communication	3 credits
<a href="#">COM 3070</a>	Persuasion	3 credits
<a href="#">COM 3071</a>	Argumentation and Debate	3 credits
<a href="#">COM 3074</a>	Elements of Legal Argumentation	3 credits
<a href="#">COM 3075</a>	Interpersonal and Group Communication	3 credits
<a href="#">COM 3076</a>	International Communication	3 credits
<a href="#">COM 3077</a>	Interpersonal Communication	3 credits
<a href="#">COM 3078</a>	Group Communication	3 credits
<a href="#">COM 3079</a>	Gender, Ethnicity, and Race in Communication	3 credits
<a href="#">COM 3080</a>	Virtual Teamwork	3 credits
<a href="#">COM 3081</a>	Organizations in International Development	3 credits
<a href="#">COM 3110</a>	Contemporary Issues in Digital Media	3 credits
<a href="#">COM 3111</a>	Markets, Media, and Meaning	3 credits
<a href="#">COM 3800</a>	Principles of Public Relations	3 credits
<a href="#">COM 4000</a>	Corporate Communication	3 credits
<a href="#">COM 4005</a>	Public Relations Writing	3 credits
<a href="#">COM 4010</a>	Public Relations Campaigns	3 credits
<a href="#">COM 4059</a>	Advanced Video Communication and Production	3 credits
<a href="#">COM 4101</a>	Selected Topics	variable
<a href="#">COM 4900</a>	Topics in Communication Studies	3 credits

<a href="#">COM 4905</a>	Language and Social Interaction	3 credits
<a href="#">COM 4906</a>	Communication Research Strategies	3 credits

[back to top](#)

#### Communication Studies Major with Specializations in

- **Interpersonal and Group Communication**
- **Intercultural and International Communication**
- **Rhetoric and Public Advocacy**
- **Digital Communication and Culture**

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

The major is an ideal springboard for a variety of graduate degrees and - due to the spread of globalization and digital communication - the basis for an increasing number of new careers.

Interested students should contact the Department of Communication Studies at 646-312-3720 or visit the [department's website](#).

Required Course		
<a href="#">COM 2000</a>	Introduction to Communication Studies	3 credits
<b>Foundation Courses</b> <i>Choose one course each from the three areas that are not your concentration (9 credits)</i>		
<b>Interpersonal and Group Communication</b>		
<a href="#">COM 3077</a>	Interpersonal Communication	3 credits
<a href="#">COM 3078</a>	Group Communication	3 credits
<b>Intercultural and International Communication</b>		
<a href="#">COM 3069</a>	Intercultural Communication	3 credits
<a href="#">COM 3076</a>	International Communication	3 credits
<b>Rhetoric and Public Advocacy</b>		
<a href="#">COM 3045</a>	Communication Law and Free Speech ( <a href="#">PHI 3045</a> )	3 credits
<a href="#">COM 3070</a>	Persuasion	3 credits
<b>Digital Communication and Culture</b>		
<a href="#">COM 3057</a>	Introduction to Digital Communication and Culture	3 credits
<a href="#">COM 3062</a>	Studies in Electronic Media	3 credits
<b>Concentrations</b>	<i>Choose one of the following (12 credits)</i>	
<b>Interpersonal and Group Communication</b>		
<a href="#">COM 3077</a>	Interpersonal Communication	3 credits

<i>Plus three of the following:</i>		
<a href="#">COM 3078</a>	Group Communication	3 credits
<a href="#">COM 3079</a>	Gender, Ethnicity, and Race in Communication	3 credits
<a href="#">COM 3080</a>	Virtual Teamwork	3 credits
<a href="#">COM 4101</a>	Selected Topics * <i>(Subject to departmental approval. Please check the departmental website for approved courses in this concentration)</i>	3 credits
<a href="#">COM 4900</a>	Topics in Communication Studies <i>(Subject to departmental approval. Please check the departmental website for approved courses in this concentration)</i>	3 credits
<a href="#">COM 4905</a>	Language and Social Interaction	3 credits
<a href="#">COM 4906</a>	Communication Research Strategies	3 credits
<b>Intercultural and International Communication</b>		
<a href="#">COM 3069</a>	Intercultural Communication	3 credits
<i>Plus three of the following:</i>		
<a href="#">COM 3076</a>	International Communication	3 credits
<a href="#">COM 3079</a>	Gender, Ethnicity, and Race in Communication	3 credits
<a href="#">COM 3080</a>	Virtual Teamwork	3 credits
<a href="#">COM 3081</a>	Organizations in International Development	3 credits
<a href="#">COM 4015</a>	The Globalization of English ( <a href="#">ENG 4015</a> , <a href="#">SOC 4015</a> )	3 credits
<a href="#">COM 4101</a>	Selected Topics * <i>(Subject to departmental approval. Please check the departmental website for approved courses in this concentration)</i>	3 credits
<a href="#">COM 4900</a>	Topics in Communication Studies <i>(Subject to departmental approval. Please check the departmental website for approved courses in this concentration)</i>	3 credits
<a href="#">COM 4905</a>	Language and Social Interaction	3 credits
<a href="#">COM 4906</a>	Communication Research Strategies	3 credits
<b>Rhetoric and Public Advocacy</b>		
<a href="#">COM 3045</a>	Communication Law and Free Speech ( <a href="#">PHI 3045</a> )	3 credits
<i>Plus three of the following:</i>		
<a href="#">COM 3064</a>	Classical Rhetoric	3 credits
<a href="#">COM 3065</a>	American Public Address	3 credits
<a href="#">COM 3066</a>	Modern Frontiers of Rhetoric	3 credits

COM 3070	Persuasion	3 credits
COM 3071	Argumentation and Debate	3 credits
COM 3074	Elements of Legal Argumentation	3 credits
COM 3111	Markets, Media, and Meaning	3 credits
COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3 credits
<b>Digital Communication and Culture</b>		
COM 3057	Introduction to Digital Communication and Culture	3 credits
<i>Plus three of the following:</i>		
COM 3058	Ethics of Image Making: Film, Television, and Digital Media	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 3076	International Communication	3 credits
COM 3110	Contemporary Issues in Digital Media	3 credits
COM 3111	Markets, Media, and Meaning	3 credits
COM 4101	Selected Topics * (Subject to departmental approval. Please check the departmental website for approved courses in this concentration)	3 credits
<b>Communication Studies Electives</b>	<i>Choose any two COM courses at the 3000-level or above</i>	6 credits
<i>Especially recommended:</i>		3 credits
COM 4906	Communication Research Strategies	3 credits
COM 5010	Internship in Business and Public Communication	3 credits
* Students may enroll in COM 4101 more than once if the topic is different.		

[back to top](#)

## 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 from the list below and one of the communication studies capstone courses:

[COM 4900](#); [COM 4905](#); or [COM 4906](#). 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:

<a href="#">COM 3045</a>	Communication Law and Free Speech	3 credits
<a href="#">COM 3057</a>	Introduction to Digital Communication and Culture	3 credits
<a href="#">COM 3058</a>	The Ethics of Image Making: Film, Television, and Digital Media	3 credits
<a href="#">COM 3059</a>	Video Communication and Production	3 credits
<a href="#">COM 3060</a>	Media Analysis and Criticism	3 credits
<a href="#">COM 3061</a>	Speech Composition and Delivery	3 credits
<a href="#">COM 3062</a>	Studies in Electronic Media	3 credits
<a href="#">COM 3065</a>	American Public Address	3 credits
<a href="#">COM 3067</a>	American Television Programming	3 credits
<a href="#">COM 3068</a>	Managerial Communication Within Organizations	3 credits
<a href="#">COM 3069</a>	Intercultural Communication	3 credits
<a href="#">COM 3070</a>	Persuasion	3 credits
<a href="#">COM 3071</a>	Argumentation and Debate	3 credits
<a href="#">COM 3074</a>	Elements of Legal Argumentation	3 credits
<a href="#">COM 3075</a>	Interpersonal and Group Communication	3 credits
<a href="#">COM 3076</a>	International Communication	3 credits
<a href="#">COM 3077</a>	Interpersonal Communication	3 credits
<a href="#">COM 3078</a>	Group Communication	3 credits
<a href="#">COM 3079</a>	Gender, Ethnicity, and Race in Communication	3 credits
<a href="#">COM 3080</a>	Virtual Teamwork	3 credits
<a href="#">COM 3081</a>	Organizations in International Development	3 credits
<a href="#">COM 3102</a>	Communication for Executives	3 credits
<a href="#">COM 3110</a>	Contemporary Issues in Digital Media	3 credits
<a href="#">COM 3111</a>	Markets, Media, and Meaning	3 credits
<a href="#">COM 3150</a>	Business Communication	3 credits
<a href="#">COM 3800</a>	Principles of Public Relations	3 credits
<a href="#">COM 4000</a>	Corporate Communication	3 credits

<a href="#">COM 4005</a>	Public Relations Writing	3 credits
<a href="#">COM 4010</a>	Public Relations Campaigns	3 credits
<a href="#">COM 4059</a>	Advanced Video Communication and Production	3 credits
<a href="#">COM 4063</a>	Advanced Speech Writing	3 credits
<a href="#">COM 4101</a>	Selected Topics	variable

Complete the minor with one of the following communication studies capstone courses:

<a href="#">COM 4900</a>	Topics in Communication Studies	3 credits
<a href="#">COM 4905</a>	Language and Social Interaction	3 credits
<a href="#">COM 4906</a>	Communication Research Strategies	3 credits

[back to top](#)

## Courses

### Courses in Communication Studies (COM)

<a href="#">COM 1010</a>	Speech Communication	3 hours; 3 credits
<a href="#">COM 2000</a>	Introduction to Communication Studies	3 hours; 3 credits
<a href="#">COM 3014</a>	Intensive Voice and Diction	3 hours; 3 credits
<a href="#">COM 3020</a>	Communication and Advocacy in Business and Public Affairs	3 hours; 3 credits
<a href="#">COM 3040</a>	Information and Society ( <a href="#">LIB 3040</a> ), ( <a href="#">PAF 3040</a> )	3 hours; 3 credits
<a href="#">COM 3045</a>	Communication Law and Free Speech	3 hours; 3 credits
<a href="#">COM 3057</a>	Introduction to Digital Communication and Culture	3 hours; 3 credits
<a href="#">COM 3058</a>	The Ethics of Image Making: Film, Television, and Digital Media	3 hours; 3 credits
<a href="#">COM 3059</a>	Video Communication and Production	3 hours; 3 credits
<a href="#">COM 3060</a>	Media Analysis and Criticism	3 hours; 3 credits
<a href="#">COM 3061</a>	Speech Composition and Delivery	3 hours; 3 credits
<a href="#">COM 3062</a>	Studies in Electronic Media	3 hours; 3 credits
<a href="#">COM 3063</a>	Speaking to the Camera	3 hours; 3 credits
<a href="#">COM 3065</a>	American Public Address	3 hours; 3 credits
<a href="#">COM 3067</a>	American Television Programming	4 hours; 3 credits



<a href="#">COM 3068</a>	Managerial Communication Within Organizations	3 hours; 3 credits
<a href="#">COM 3069</a>	Intercultural Communication	3 hours; 3 credits
<a href="#">COM 3070</a>	Persuasion	3 hours; 3 credits
<a href="#">COM 3071</a>	Argumentation and Debate	3 hours; 3 credits
<a href="#">COM 3074</a>	Elements of Legal Argumentation	3 hours; 3 credits
<a href="#">COM 3075</a>	Interpersonal and Group Communication	3 hours; 3 credits
<a href="#">COM 3076</a>	International Communication	3 hours; 3 credits
<a href="#">COM 3077</a>	Interpersonal Communication	3 hours; 3 credits
<a href="#">COM 3078</a>	Group Communication	3 hours; 3 credits
<a href="#">COM 3079</a>	Gender, Ethnicity, and Race in Communication	3 hours; 3 credits
<a href="#">COM 3080</a>	Virtual Teamwork	3 hours; 3 credits
<a href="#">COM 3081</a>	Organizations in International Development	3 hours; 3 credits
<a href="#">COM 3102</a>	Communication for Executives	3 hours; 3 credits
<a href="#">COM 3110</a>	Contemporary Issues in Digital Media	3 hours; 3 credits
<a href="#">COM 3111</a>	Markets, Media, and Meaning	3 hours; 3 credits
<a href="#">COM 3150</a>	Business Communication ( <a href="#">JRN 3150</a> )	3 hours; 3 credits
<a href="#">COM 3700</a>	Introduction to Linguistics and Language Learning ( <a href="#">ENG 3700</a> )	3 hours; 3 credits
<a href="#">COM 3750</a>	The Structure and History of English ( <a href="#">ENG 3750</a> )	3 hours; 3 credits
<a href="#">COM 3800</a>	Principles of Public Relations	3 hours; 3 credits
<a href="#">COM 4000</a>	Corporate Communication	3 hours; 3 credits
<a href="#">COM 4005</a>	Public Relations Writing	3 hours; 3 credits
<a href="#">COM 4010</a>	Public Relations Campaigns	3 hours; 3 credits
<a href="#">COM 4015</a>	The Globalization of English ( <a href="#">ENG 4015</a> ), ( <a href="#">SOC 4015</a> )	3 hours; 3 credits
<a href="#">COM 4059</a>	Advanced Video Communication and Production	3 hours; 3 credits
<a href="#">COM 4063</a>	Advanced Speech Writing	3 hours; 3 credits
<a href="#">COM 4101</a>	Selected Topics	Hours and credits to be arranged
<a href="#">COM 4110</a>	Selected Topics	Hours and credits to be arranged
<a href="#">COM 4900</a>	Topics in Communication Studies	3 hours; 3 credits
<a href="#">COM 4905</a>	Language and Social Interaction	3 hours; 3 credits
<a href="#">COM 4906</a>	Communication Research Strategies	3 hours; 3 credits

<a href="#">COM 5000</a>	Independent Study I	Hours and credits to be arranged
<a href="#">COM 5001</a>	Independent Study II	Hours and credits to be arranged
<a href="#">COM 5010</a>	Internship in Business and Public Communication	8 - 10 hours plus periodic conferences with internship coordinator; 3 credits
<a href="#">COM 5011</a>	Internship in Business and Public Communication	8 - 10 hours plus periodic conferences with internship coordinator; 3 credits
<a href="#">COM 6001H</a>	Honors in Communication Studies I	3 hours; 3 credits per semester
<a href="#">COM 6002H</a>	Honors in Communication Studies II	3 hours; 3 credits per semester

[back to top](#)