

Elliott School of Communication

Majoring in Communication in Four Years Advising Tips for Schedule Building Break-out by Emphasis Area Updated 2007

Advising tip: Know what you can do with a communication major and for what jobs the emphasis areas prepare you. See *Pathways to Careers in Communication* available from the ESC undergraduate advisor, x6052.

Broadcasting/Electronic Media: anchor, film director, sound technician, lighting technician, theater manager, sports announcer, sports publicist, reporter, station management, news producer, digital productions, editor, photojournalist, radio/TV personality, corporate video director, Webmaster, social media productions specialist.

Strategic Communication: director of corporate communication, mediation specialist, non-profit organization director, fundraiser, development officer, college recruiter, speech instructor, corporate trainer, public affairs director, political campaign director, speech writer, consultant, trial law preparation.

Integrated Marketing Communications: advertising executive, media buyer, market research, account executive, creative director, copywriter, media sales, media planner, public relations director, community relations director, graphic designer, social media analyst.

Print Journalism: reporter, editor, publications manager, feature/opinion/news/technical/entertainment/sports/business writer, publicist, publisher, magazine/newspaper/Web/script writer, journalism instructor, media law preparation.

Open Emphasis: Students with specialized career objectives and unique aptitudes that cross emphasis areas are encouraged to meet with the ESC associate director (x6065) and petition for a plan of study that combines certain emphasis areas.

Electronic Media

Year One (See ESC Advisor, x6052)

General Education courses
Communication 130: Communication and Society
Take GSP test for free; call x3185 (to prepare for enrollment in Comm. 301)

Year Two (get to know your assigned ESC faculty advisor)

Continue General Education courses
Communication 301: Writing for the Mass Audience
Communication 303: Audio Production
Communication 305: Visual Technologies

Year Three (transfer students, see ESC associate director, x6065)

Continue WSU coursework and dual degree completion
Communication 304: Studio Video Production
Communication 325: Business and Professional Speaking
Communication 422: Broadcast News
Communication 535: Communication Analysis and Criticism
Communication 430, 630 or 631 (choose only one):
 430 Comm. Research & Inquiry (or)
 630 Comm. Law & Responsibility (or)
 631 Comm. History & Theory

Year Four (see ESC associate director for senior forms, x6065)

Continue WSU coursework and dual degree completion
Communication 472: Portfolio Seminar
Communication 604: Video Storytelling
Communication 609: Interactive Media Production
Communication 430, 630 or 631 (choose only one):
 430 Comm. Research & Inquiry (or)
 630 Comm. Law & Responsibility (or)
 631 Comm. History & Theory
Communication 300 or above elective. Many options. Choose one:
 Comm. 481: Cooperative Education, for-credit internship.
 Comm. 3xx: Take a 300-level course in another related emphasis area, such as broadcast journalism.
 Communication 633: Senior Honors Thesis. To receive departmental honors, a student must have a 3.5 GPA and enroll in this class their senior year.

See the Elliott School of Communication undergraduate booklet for elective options.

Open Emphasis

Year One (see ESC Advisor, x6052)

General Education courses

Communication 130: Communication and Society

Take GSP test for free; call x3185 (to prepare for enrollment in Comm. 301)

Year Two (get to know your assigned ESC faculty advisor)

Continue General Education courses

Communication 301: Writing for the Mass Audience

Communication 305: Visual Technologies

Communication 325: Business and Professional Speaking

Meet with associate director to request building an open-emphasis plan of study.

Note: not all requests for an open emphasis will be granted.

Year Three (transfer students, see ESC associate director, x6065)

Continue WSU coursework and dual degree completion

Communication 535: Communication Analysis and Criticism

Communication xxx: (3 credit hour course at 300 level or above agreed upon by your advisor and identified in your plan of study that complements the merger of emphasis areas)

Communication xxx: 3 credit hour course at 300 level or above

Communication xxx: 3 credit hour course at 300 level or above

Communication 430, 630 or 631 (choose only one)

430 Comm. Research & Inquiry (or)

630 Comm. Law & Responsibility (or)

631 Comm. History & Theory

Year Four (see ESC associate director for senior forms, x6065)

Continue WSU coursework and dual degree completion

Communication 472: Portfolio Seminar (one hour class)

Communication 430, 630 or 631 (choose only one)

Communication (3 hours)

Communication (3 hours)

Communication 300 or above elective: Many options. Choose one:

Comm 481: Cooperative Education, a for-credit internship with local communication businesses.

Comm 3xx: Take any other 300-level course in another related emphasis area

Comm 633: Senior Honors Thesis. To receive departmental honors, students must have a 3.5 GPA and enroll in this class their senior year.

See the Elliott School of Communication undergraduate booklet for elective options.

Strategic Communication

Year One (see ESC Advisor, x6052)

General Education courses

Communication 130: Communication and Society

Take GSP test for free; call x3185 (to prepare for enrollment in Comm. 301)

Year Two (get to know your assigned ESC faculty advisor)

Continue General Education courses

Communication 301: Writing for the Mass Audience

Communication 305: Visual Technologies

Communication 325: Business and Professional Speaking

Year Three (transfer students, see ESC associate director, x6065)

Continue WSU coursework and dual degree completion

Communication 535: Communication Analysis and Criticism

Communication (9 hours 300 and above; choose from “foundation,” “interpersonal” and “small group” listings)

Communication 430, 630 or 631 (choose only one)

Year Four (see ESC associate director for senior forms, x6065)

Continue WSU coursework and dual degree completion

Communication 472: Portfolio Seminar

Communication 430, 630 or 631 (choose only one)

Communication (6 hours 300 and above; choose from “public affairs” and “organizational communication” listings)

Communication 300 or above elective: Many options. Choose one:

Comm 481: Cooperative Education, a for-credit internship with local communication businesses.

Comm 3xx: Take any other 300-level course in another list grouping, or a related area, such as integrated marketing communications (IMC).

Comm 633: Senior Honors Thesis. To receive departmental honors, students must have a 3.5 GPA and enroll in this class their senior year.

See the Strategic Communication check sheet for the list of options.

Broadcast Journalism

Year One (see ESC Advisor, x6052)

General Education courses

Communication 130: Communication and Society

Take GSP test for free; call x3185 (to prepare for enrollment in Comm. 301)

Year Two (get to know your assigned ESC faculty advisor)

Continue General Education courses
Communication 301: Writing for the Mass Audience
Communication 305: Visual Technologies
Communication 325: Business and Professional Speaking

Year Three (transfer students, see ESC associate director, x6065)

Continue WSU coursework and dual degree completion
Communication 535: Communication Analysis and Criticism
Communication 401: Beat Reporting
Communication 422: Broadcast News
Communication (one communication course of the following: 304,
500, 522, 604 or 609)
Communication 430, 630 or 631 (choose only one)

Year Four (see ESC associate director for senior forms, x6065)

Continue WSU coursework and dual degree completion
Communication 472: Portfolio Seminar
Communication 430, 630 or 631 (choose only one)
Communication 622: Studio B: Live Television News (can take twice)
Communication 300 or above elective: Many options. Choose one:
Comm 481: Cooperative Education, a for-credit internship with local communication businesses.
Comm 3xx: Take any other 300-level course in another related emphasis area, such as electronic media.
Comm 633: Senior Honors Thesis. To receive departmental honors, students must have a 3.5 GPA and enroll in this class their senior year.

See the Elliott School of Communication undergraduate booklet for elective options.

Print Journalism

Year One (see ESC Advisor, x6052)

General Education courses
Communication 130: Communication and Society
Take GSP test for free; call x3185 (to prepare for enrollment in Comm. 301)

Year Two (get to know your assigned ESC faculty advisor)

Continue General Education courses
Communication 301: Writing for the Mass Audience

Communication 305: Visual Technologies
Communication 325: Business and Professional Speaking

Year Three (transfer students, see ESC associate director, x6065)

Continue WSU coursework and dual degree completion
Communication 535: Communication Analysis and Criticism
Communication 310: Photojournalism
Communication 401: Beat Reporting
Communication (one communication course of the following: 340, 550, 571 and 660)
Communication 430, 630 or 631 (choose only one)

Year Four (see ESC associate director for senior forms, x6065)

Continue WSU coursework and dual degree completion
Communication 472: Portfolio Seminar
Communication 430, 630 or 631 (choose only one)
Communication 500: Advanced Reporting
Communication 510: Editing for Print
Communication 300 or above elective: Many options. Choose one:
Comm 481: Cooperative Education, a for-credit internship with local communication businesses.
Comm 3xx: Take any other 300 level course in another related emphasis area, such as broadcast journalism.
Comm 633: Senior Honors Thesis. To receive departmental honors, students must have a 3.5 GPA and enroll in this class their senior year.

See the Elliott School of Communication undergraduate booklet for elective options.

Integrated Marketing Communications

Year One (see ESC Advisor, x6052)

General Education courses
Communication 130: Communication and Society
Take GSP for free; call x3185 (to prepare for enrollment in Comm. 301)

Year Two (get to know your assigned ESC faculty advisor)

Continue General Education courses
Communication 301: Writing for the Mass Audience
Communication 305: Visual Technologies
Communication 325: Business and Professional Speaking

Year Three (transfer students, see ESC associate director, x6065)

Continue WSU coursework and dual degree completion
Communication 535: Communication Analysis and Criticism
Marketing 300: Marketing
Communication 324: Intro. to Integrated Marketing Communications
Communication 510: Editing for Print
Communication 525: Advertising Copywriting
Communication 430, 630 or 631 (choose only one)

Year Four (see ESC associate director for senior forms, x6065)

Continue WSU coursework and dual degree completion
Marketing 405: Consumer Behavior
Communication 472: Portfolio Seminar
Communication 430, 630 or 631 (choose only one)
Communication 502: Public Information Writing
Communication 626: Integrated Marketing Comm. Campaigns
Communication 300 or above elective: Many options. Choose one:
 Comm 481: Cooperative Education, a for-credit internship with local
 Communication businesses.
 Comm 3xx: Take any other 300 level course in another related emphasis area,
 such as strategic communication.
 Comm 633: Senior Honors Thesis. To receive departmental honors, students
 must have a 3.5 GPA and enroll in this course their senior year.

See the Elliott School of Communication undergraduate booklet for elective options.