

# COMMUNICATION STUDIES MAJOR, BACHELOR OF ARTS (BA)

Students seeking a degree in Communication Studies must complete sections A through D and a capstone.

Note:

- CMST 200 cannot be taken for credit towards the Communication Studies Major;
- this major requires the completion of a minor;
- two years of a single high school foreign language or one year of a single college-level foreign language is required.

**This major does require the completion of a minor or certificate for graduation.**

**Grade Requirements:** a minimum cumulative GPA  $\geq 2.0$  by graduation.

## Section A—Required Communication Foundation Credits

CMST 201	PUBLIC SPEAKING	5
CMST 208	MASS MEDIA AND THE INFORMATION SOCIETY	5
CMST 309	COMMUNICATION AND INFORMATION	5
CMST 330	INTEGRATED METHODS FOR COMMUNICATION RESEARCH	5
or CSBS 320	STATISTICS FOR THE SOCIAL SCIENCES	

## Section B—Required Upper Division Core Credits—choose three 40014-15 level CMST classes.

Note: the following classes cannot count in this section (B):  
CMST 480, CMST 481 or CMST 495, CMST 499.

Note: any course used in Section B cannot count in Section C.

CMST 400	MESSAGE DESIGN
CMST 410	LANGUAGE AND SOCIAL INTERACTION
CMST 411	NEGOTIATION SKILLS AND STRATEGIES
CMST 413	COMMUNICATION AND PERSONAL RELATIONSHIPS
CMST/GWSS 416	GENDER AND MEDIA
CMST 418	TOPICS IN SEMIOTICS
CMST/GWSS 419	SEX, SEXUALITY AND COMMUNICATION
CMST 420	HEALTH COMMUNICATION
CMST 430	COMMUNICATION IN ORGANIZATIONS
CMST 431	COMMUNICATION LAW AND ETHICS
CMST 432	MEDIA SYSTEMS AND COMMUNICATION TECHNOLOGY
CMST/ENTP 433	LEADERSHIP, INNOVATION AND SUSTAINABILITY
CMST 437	SPORTS AND LEADERSHIP
CMST 439	TOPICS IN LEADERSHIP AND STRATEGIC COMMUNICATION
CMST 450	RHETORICAL THEORY AND CRITICISM
CMST 451	PERSUASION
CMST 452	CULTURAL STUDIES

CMST 458	TOPICS IN IMAGE, MESSAGES AND MEANING
CMST 461	INTRODUCTION TO PUBLIC RELATIONS THEORY
CMST 462	ADVANCED PUBLIC RELATIONS THEORY
CMST 463	ENTERTAINMENT PUBLIC RELATIONS
CMST 464	PUBLIC RELATIONS CAMPAIGNS
CMST 465	MEDIA RELATIONS
CMST 466	PUBLIC RELATIONS IN BUSINESS AND FOR ENTREPRENEURSHIP
CMST 475	ELECTRONIC SURVEILLANCE AND PRIVACY
CMST/GWSS 482	GENDER, COMMUNICATION AND POLITICS
CMST 496	EXPERIMENTAL COURSE
CMST 497	WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR
CMST 498	SEMINAR

## Section C—Electives 19-20

Note: any course used in Section C cannot count in Section B.

CMST 207	COMMUNICATION, COMMUNITY AND CITIZENSHIP
CMST 210	INTERPERSONAL COMMUNICATION
CMST 212	ARGUMENTATION AND ADVOCACY
CMST 239	TOPICS IN PUBLIC RELATIONS
CMST 241	EVENT PLANNING AND LOGISTICS
CMST 250	SMALL GROUP COMMUNICATION
CMST 261	LISTENING SKILLS
CMST 296	EXPERIMENTAL COURSE
CMST 299	DIRECTED STUDY
CMST 301	POLITICAL COMMUNICATION
CMST 305	MESSAGE DELIVERY
CMST 312	NONVERBAL COMMUNICATION
CMST 314	GENDER AND COMMUNICATION
CMST 319	INTRODUCTION TO PUBLIC RELATIONS WRITING
CMST 326	DEBATE
CMST 331	INTERVIEWING
CMST 335	CONFERENCE MANAGEMENT
CMST 337	FOUNDATIONS OF SOCIAL MEDIA
CMST 338	SOCIAL MEDIA PLATFORMS AND PLANNING
CMST 339	TOPICS IN PUBLIC RELATIONS
CMST 342	GLOBAL COMMUNICATION
CMST 351	COMMUNICATIVE REASONING
CMST 360	BECOMING OTHER-CENTERED
CMST 366	PROFESSIONAL IMPRESSION MANAGEMENT
CMST 368	CONFLICT MANAGEMENT SKILLS
CMST 395	FIELD WORK
CMST 398	SEMINAR
CMST 399	SPECIAL STUDIES
CMST 467	SUCCESSFUL FUNDRAISING
CMST 480	PRE-INTERNSHIP WORKSHOP
CMST 481	INTERNSHIP WORKSHOP
CMST 495	INTERNSHIP/PRACTICUM
CMST 497	WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR
CMST 498	SEMINAR

**Section D—The STAR Component (STudy/Act/Reflect)—please see STAR Component Coordinator, Dr. Shields, for any additional information.**

Note: A minimum of 10 credits of CMST coursework at EWU must be taken before beginning the STAR component. Written and oral reports on the STAR experience must be completed successfully.

This requirement can be satisfied by: • A CMST or required JRNM class that has a built-in engagement component; • An internship; • Employment or volunteer activities.

**Senior Capstone Requirement**

CMST 490	SENIOR CAPSTONE	5
<b>Total Credits</b>		<b>58-60</b>

**University Competencies and Proficiencies**

English (<http://catalog.ewu.edu/undergraduate-degree/#newitemtext>)  
 Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/undergraduate-degree/#mathcompproficiencytext>)  
 Placement and Clearance (<http://catalog.ewu.edu/placement/>)  
 Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/prior-learning/>)

**General Education Requirements (<http://catalog.ewu.edu/undergraduate-degree/#generaleducationrequirements>) (GER)**

- Minimum Credits—180 cumulative credit hours
  - 60 upper-division credits (300 level or above)
  - 45 credits in residence (attendance) at Eastern, with at least 15 upper-division credits in major in residence at Eastern
- Minimum Cumulative GPA  $\geq 2.0$

**Breadth Area Core Requirements (BACR)**

Humanities and Arts (<http://catalog.ewu.edu/undergraduate-degree/#humanitiesandfineartsgecrtext>)  
 Natural Sciences (<http://catalog.ewu.edu/undergraduate-degree/#naturalsciencesgecrtext>)  
 Social Sciences (<http://catalog.ewu.edu/undergraduate-degree/#socialsciencesgecrtext>)

**University Graduation Requirements (<http://catalog.ewu.edu/undergraduate-degree/#universitygraduationrequirements>) (UGR)**

Diversity Course List (<http://catalog.ewu.edu/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)  
 Foreign Language (<http://catalog.ewu.edu/undergraduate-degree/#foreignlanguageugrtext>) (for Bachelor of Arts)  
 Global Studies Course List (<http://catalog.ewu.edu/undergraduate-degree/#internationalstudiesrequirementtext>)  
 Minor or Certificate (<http://catalog.ewu.edu/undergraduate-degree/#majorminororcertificateugrtext>)  
 Senior Capstone Course List (<http://catalog.ewu.edu/undergraduate-degree/#capstonecourselisttext>)

Application for Graduation (use EagleNET (<https://inside.ewu.edu/eaglenet/>)) must be made at least two terms in advance of the term you expect to graduate (undergraduate and post-baccalaureate).

Use the Catalog Archives (<https://catalog.ewu.edu/archives/>) to determine two important catalog years (<http://catalog.ewu.edu/undergraduate-degree/#activecatalogruletext>).

Degree Works (<https://inside.ewu.edu/records-and-registration/degree-works/>) calculates based on these two catalog years.

- The catalog *in effect at the student's first term* of current matriculation is used to determine **BACR** (Breadth Area Credit Requirements) and **UGR** (Undergraduate Graduation Requirements).
- The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

**Students who successfully earn a BA in Communication Studies from EWU should be able to do the following:**

- apply ethical communication principles to message composition or analysis;
- craft compelling written messages;
- deliver an effective public speech;
- demonstrate the ability to design or conduct sound communication research;
- use communication theories to critically analyze the characteristics of mediated messages.