

## Communication Studies

<b>Courses required for the first year:</b> None
<b>Courses recommended for the first year:</b> 101/Public Speaking, any gateway course (below) or any J-term course in communication.
<b>Contact:</b> David Schwartz, 309-794-8349 (davidschwartz@augustana.edu)

### The Major in Communication Studies 28 credits in COMM or approved MJMC Courses, including

### Required Courses

Course Number	Course Name	Learning Perspective	Prerequisites	Credits
COMM 101	Public Speaking	None	None	4
COMM 201 – 206	Skills modules	None	None	2
<b>Comm Gateway</b> courses – by the end of your sophomore year, complete <b>two</b> of ...				
COMM 220	Comm & social relationships	PS, D	None	4
COMM 230	Comm, politics & citizenship	PL	None	4
COMM 240	Advertising & consumer culture	PS	None	4
COMM 250	Health comm		None	4
COMM 260	Comm and culture	PH, G	None	4
<b>Comm Theory</b> courses – by the end of your junior year, complete at least <b>one</b> of ...				
COMM 380	Rhetorical theory	PL		4
COMM 381	Social science theory			4
MJMC 382	Media theory	PS		4
<b>Senior Inquiry*</b> – in the fall of your senior year, complete ....				
COMM 480	Senior inquiry	None	Comm theory	2

\* Students completing their senior inquiry (SI) in another department do not need to complete a senior inquiry in COMM. They will take a second theory course (380/381/382) as a substitute for an SI project.

### The Minor in Communication Studies

18 credits, including COMM-101 plus at least two credits from the advanced skills modules (COMM-201, COMM-202, COMM-203, COMM-204, COMM-205, COMM-206) two gateway courses (COMM-220, COMM-230, COMM-240, COMM-250, COMM-260) and four elective credits.

## Major Overview

Communication Studies | Multimedia Journalism & Mass Communication

Employers hire people who communicate well. A 2018 survey by the National Association of Colleges & Employers rated verbal communication skills (4.63 on a five-point scale) highest of all the skills employers seek; our courses also emphasize teamwork (4.62) and the ability to make decisions and solve problems (4.49) which appear as #2 and #3 on the list.

A 2015 ZipRecruiter analysis of 250,000 job ads found communication was the skill most requested by employers in multiple fields and industries.

A 2013 survey for the Association of American Colleges and Universities listed critical thinking, communication and problem-solving as essential skills for new hires.

Comm offers 34 classes, including skills (for example, Comm 206 / Small Group Leadership), fundamental insights (Comm 250 / Intercultural Communication) and advanced applications (Comm 450 / Health Communication Campaigns). We have 140 majors and minors, natives of five continents, along with 15 faculty.

Over the past three years, 25 have interned with non-profits in Australia, others interned in England, Japan and Spain. Dozens have had domestic internships, and five have even used their internships to gain film-making experience. In that same period, another 30 have studied in Brazil, Ecuador, England, France, Guatemala, Italy (including a trip by the women's soccer team), Norway, Rome, Spain and West Africa.

Augie's comm and journalism graduates work in media and higher education, as corporate executives (Project & Communications Manager at Messe Düsseldorf North America | Creative Director at Silvercrest Advertising | Senior Communications Manager at American Academy of Emergency Medicine), in public affairs (Manager, Public Policy at Amazon | Senior Federal Investigator at US Equal Employment Opportunity Commission (EEOC) | Division Project Coordinator at the Minnesota Department of Revenue | Regional Director of Donor Relations at George W. Bush Presidential Center) and as entrepreneurs.

Legendary investor and billionaire Warren Buffett (2019): "The one easy way to become worth 50 percent more than you are now is to hone your communication skills — both written and verbal. If you can't communicate, nothing happens. You can have all the brainpower in the world, but you have to be able to transmit it, and the transmission is communication."

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