

Communication Studies- Bachelor of Arts in Applied Communication

For information contact the Department of Interdisciplinary and Communication Studies at ICS@MiamiOH.edu or 513-785-3055.

Communication is broadly defined as the process people use to generate meaning through messages across a variety of different contexts, channels, and cultures. The Communication Studies major provides students with a strong core foundation in the study of communication, while also providing students advanced studies in particular communication contexts. As a communication studies graduate, students could pursue a wide variety of careers ranging from Training and Development Manager, Meeting and Event Planning, Advertising and Promotions Managers, or Sales Manager. The Communication Studies program emphasizes human identity and diversity, quantitative research competency, and 21st century communication skills.

Students with a major in the Department of Media, Journalism, and Film may not declare an additional major in Communication Studies.

Program Requirements

Code	Title	Credit Hours
Core Requirements		
APC 239	Theories of Communication	3
APC 339	Introduction to Organizational Communication	3
APC 363	Advanced Methods in Applied Communication	3
MJF 105	Media, Culture and You	3
STA 261	Statistics	4
STC 135	Principles of Public Speaking	3
STC 136	Introduction to Interpersonal Communication	3
STC 262	Research Methods	3
Intercultural		3
STC 236	Intercultural Communication	
Or a 202-level language course		
Communication Contexts (select five classes for 15 credit hours)		15
APC 201	Introduction to Health and Risk Communication	
APC 231	Small Group Communication	
APC 341	Methods of Rhetorical Criticism	
APC 336	Advanced Interpersonal Communication	
APC 428	Communication in Conflict Management	
APC 438	Political Communication	
MAC 325	Social Media Cultures	
MAC 447	Senior Seminar in Applied Media Analysis	

Advanced Electives (select two classes for 6 credit hours)		6
APC 311	Science and Medicine in Public Communication	
APC 312	Computer-mediated Communication and Social Media	
APC 332	Argumentation and Debate	
APC 340	Internship	
APC 377	Independent Studies	
APC 450	Topics in Applied Communication (maximum 9, if content changes)	
BIS 315	Comic Books in American Culture	
ENG 413	Grant and Proposal Writing	
STC 431	Persuading Audiences	
STC 437	Media, Advocacy & Social Change	
Capstone		
APC 401	Applied Communication Capstone	3
Total Credit Hours		52