



COLLEGE OF ARTS AND SCIENCES
COMMUNICATION STUDIES
1-800-334-4111 • WWW.CAMPBELL.EDU

THE CAMPBELL PROGRAM

Pursuing a degree in Communication Studies requires a curiosity about life. The 21st century expects professionals to be knowledgeable in all aspects of the communication process and who are able to relate to various audiences. Communication Studies at Campbell consists of more than just public speaking and writing; our program provides an in-depth study of not only how to communicate, but when and why. That's why Campbell offers six specific concentrations— Advertising, Broadcast and Electronic Media, Health Communication, Journalism, Public Relations and Generalist. Through the different concentrations, students in Communication Studies learn to reach audiences through all means of communication.

THE CAMPBELL APPROACH

Students majoring in Communication Studies at Campbell University have many resources at their disposal. With small class sizes and easy access to advisers who are proven scholars in their respective fields, students in Communication Studies enjoy many advantages over programs at larger universities. The combination of academic preparation and professional experience makes the program a powerful mix of theory and application.

THE CAMPBELL FACULTY AND RESOURCES

The Department of Communication Studies faculty consists of academics who have earned advanced degrees in their fields. Our professors have worked professionally as photographers, journalists, broadcasters, producers, writers, corporate communication specialists or as public relations or advertising counselors.

THE CAMPBELL STUDENT

A Communication Studies specialist must be an excellent communicator who can cope with the various communication styles of others, act as a team player, handle deadline pressure and pay attention to detail.

Our alumni work throughout communication industries as public relations specialists, corporate public affairs specialists, reporters, editors, photographers, advertising account executives, television producers, film directors, event planners, development and fundraising officers, communication researchers, health communication specialists, community relations specialists, university faculty, newscasters and lobbyists.

For more information about the program contact:
1-800-334-4111, ext. 1520 • 910-893-1520
commstudies@campbell.edu



ADVERTISING

You will gain unique leadership training in the Advertising track at Campbell University. Each Advertising course integrates theory with applied skills using practical assignments that require critical thinking; these assignments will be included in your personal portfolio. The competencies students will gain in this program include writing creative ads, conducting original research, planning advertising campaigns and conducting your own campaign for an actual client. Throughout your time at Campbell, you will have numerous opportunities to work with communication professionals through contacts with the Ad Club of the Triangle.

BROADCASTING AND ELECTRONIC MEDIA

In the Broadcasting and Electronic Media concentration, you will learn about directing, videography, new media technology and many other mediated communication topics. The Broadcasting and Electronic Media student's educational experiences are a balance between acquiring practical hands-on skill acquisition and theoretical understanding of what makes any mediated communication successful. Students apply classroom knowledge

they acquire to the television production lab, local media facilities, advertising agencies and production studios. Students who take courses such as Television Production or Digital Video Production will gain hands-on experience through labs that accompany class work. Though mediated communication is a very competitive field, motivated professionals are always in high demand.

HEALTH COMMUNICATION

Health Communication is the fastest growing specialization in the communication field. You will learn the foundations of human communication theory, interpersonal and organizational relationships, and then apply them to areas of professional practice in need of communication expertise. In 2003, an Institute of Medicine commission observed that there are too many people working in Health Communication who aren't equipped with the proper skills and knowledge. The Health Communication track at Campbell University will equip you with that knowledge—the ability to design and evaluate programs, events, campaigns, and materials; conduct research; administer health information consumer services, teach or train about health issues; organize coalitions, develop health-related public relations; market health-related products or services; and obtain funding for communicating about health.

JOURNALISM

The Journalism track is focused on teaching students the skills necessary to succeed as journalists and helping students get their work published. News writers are urged to contribute to the award-winning campus publication, “The Campbell Times” and work toward gaining a byline off-campus at an area newspaper or magazine. Students study with writers who have earned bylines in the national press and know firsthand the tragedy and triumph of writing for a living. Visiting writers supplement the training that occurs inside and outside the classroom setting.

PUBLIC RELATIONS

Public Relations is the communication function of management. Public Relations professionals need to be broadly educated and have the ability to succeed in areas of media, government, community, health, crisis, internal and shareholder relations. Public Relations professionals need to be comfortable using any form of communication necessary to represent their clients in a positive manner. In the Public Relations concentration, you learn how to communicate with a client's goals in mind. At Campbell, students will learn the technical aptitude and critical thinking necessary to handle any situation. Students are also encouraged to become involved with Campbell's chapter of the Public Relations Student Society of America, which is a nationally recognized PR society.

GENERALIST

The field of Communication Studies is changing rapidly and old disciplines no longer fit the growing needs of today's industry. To better equip students entering the workplace in the 21st century, Campbell offers a “Generalist” track that allows you to choose the sequence of courses that best meet your unique academic needs. Students can select classes from all other tracks in Communication Studies to earn a completely customized degree that fits their specific interests.

COMMUNICATION STUDIES: BACHELOR OF ARTS

Requirements for a Major in Communication Studies (BA):

COMM 150 or 280, 160, 170, 370, 390 and 450 or 470. One of the following courses (based on concentration): COMM 207, 211, 212 or 213. One of the following courses (based on concentration): COMM 227, 242, 272, 312, 327/327L, 381, or 411. One of the following courses (based on concentration): COMM 217, 222, 223 or 25. Choose COMM 310 or 380. Plus, six hours of Communication Studies courses at the 200-level or higher, with at least three hours at the 300-level or higher.

Requirements for a Minor in Communication Studies

COMM 150 or 280, COMM 160, 170; a sequence Introduction, Writing and Production segment and three semester hours applicable to your sequence.

The Campbell Advantage

Communication Studies is one of the most versatile areas of study in the marketplace. In today's busy world, a degree in Communication Studies prepares you for many different careers or graduate study. Campbell's program can equip you for your future and ensure that...

- You will learn in small-class settings and receive personal attention from your professors.
- You will have access to the wide variety of courses and resources that a larger university can offer.
- You will receive a quality liberal arts education which is distinguished by our Christian Mission.

CURRICULUM OUTLINE

Communication Studies

FRESHMAN YEAR

<u>SEMESTER 1</u>			<u>SEMESTER 2</u>		
		<u>HRS</u>			<u>HRS</u>
ENGLISH COMP I	ENGL 101	3	ENGLISH COMP II	ENGL 102	3
COLLEGE ALGEBRA	MATH 111	3	MATH ELECTIVE	MATH	3
WESTERN CIV I	HIST 111	3	WESTERN CIV II	HIST 112	3
INTRO TO COMMUNICATION	COMM 150	3	INTRO TO SEQUENCE	COMM	3
PRESENTATIONAL SPEAKING	COMM160	3	WRITING FOR MASS MEDIA	COMM 170	3
CU WORSHIP	CUW 100	0.5	CU WORSHIP	CUW 100	0.5

SOPHOMORE YEAR

<u>SEMESTER 3</u>			<u>SEMESTER 4</u>		
		<u>HRS</u>			<u>HRS</u>
ENGLISH LITERATURE	ENGL LIT	3	ENGLISH LITERATURE	ENGL LIT	3
SCIENCE (W/LAB) ELECTIVE		4	SCIENCE (W/LAB) ELECTIVE		4
INTRO TO CHRISTIANITY	RELG 125	3	RELIGION ELECTIVE	RELG	3
SOCIAL SCIENCE ELECTIVE		3	WRITING FOR SEQUENCE	COMM	3
ART/MUSIC/THEATRE	131	3	FOREIGN LANG	102	3
LIFETIME WELLNESS	PE 185	2	PE ACTIVITY	PE 111	1
CU WORSHIP	CUW 200	0.5	CU WORSHIP	CUW 200	0.5

JUNIOR YEAR

<u>SEMESTER 5</u>			<u>SEMESTER 6</u>		
		<u>HRS</u>			<u>HRS</u>
COMM PRODUCTION COURSE	COMM	3	RESEARCH METHODS	COMM 310/380	3
COMMUNICATION ETHICS	COMM 370	3	COMMUNICATION ELECTIVE	COMM	3
ORGANIZATIONAL COMM	COMM 390	3	ELECTIVE		3
SOCIAL SCIENCE ELECTIVE		3	ELECTIVE		3
ELECTIVE		3	ELECTIVE		3

SENIOR YEAR

<u>SEMESTER 7</u>			<u>SEMESTER 8</u>		
		<u>HRS</u>			<u>HRS</u>
CAPSTONE SEMINAR	COMM 470	3	COMMUNICATION ELECTIVE	COMM	3
COMMUNICATION ELECTIVE	COMM	3	COMMUNICATION ELECTIVE	COMM	3
ELECTIVE		3	ELECTIVE		3
ELECTIVE		3	ELECTIVE		3
ELECTIVE		3	ELECTIVE		3

English Comp – Students with an SAT verbal score below 450 will be enrolled in ENGL 100; 450-699 students will be enrolled in ENGL 101; 700 and above with at least a “B” average in high school students will be enrolled in ENGL102.

English Literature – The ENGL LIT requirement may be satisfied by completing any two of the following literature courses: ENGL 201, 202, 203, 204 or 205, or with a 300-level Foreign LANG LIT.

Foreign Language – Students are required to pass a 202-level Foreign LANG.

Social Science Elective – Courses may be selected from CRIM, ECON, GEOG, POLS, HIST, PHIL, PSYC and SOCI.

Science Elective – Can be chosen from any 4-hour science courses with a lab.

Sequence – Students will choose their Introduction and Writing classes based on the concentration they are pursuing; Generalists can choose from any Introduction and Writing course.

Communication Elective – Six semester hours of COMM courses at the 200-level and at least three semester hours at the 300-level are required.

Capstone Seminar – Students who meet certain qualifications may take an Internship class instead of Capstone.

Electives – Any course may be used for an elective; however, carefully chosen electives will allow for a minor.

**Health Communication* – In addition to the schedule listed above, students who concentrate in Health Communication will be required to take two courses from the following list: BIOL 111; CHEM 111, 112; PHYS 221, 222 and one of COMM 261, 311, 401.

The major requirements outlined within this brochure are intended as a guideline, and the curriculum outlines are only a sample. The most recent copy of the University's Undergraduate Studies Bulletin is the official source related to curriculum guidelines. It is the student's responsibility to consult with his/her academic adviser.