Communication Bachelor of Arts

Personal Service
We pride ourselves on being just the right size to give students the time they need to be successful. Our average class size is 15, so you will have small, personalized class settings with a technologic focus for you to receive the education that you deserve. Your professors will introduce you to new ways of thinking, explore issues creatively, and evaluate ideas as you engage in the world.

Opportunity
Whether it’s music, athletics, or politics, students at MSU have the chance to participate in a variety of activities and clubs. These organizations are a great way to make new friends with similar interests, and the involvement outside the classroom looks great on a resume.

Some clubs and activities include:
• Theater
• Band & choir
• Computer Technology Club
• Science Club
• Comet Radio
• Student government
• Intramural sports

Success
Our students get jobs. Period. We have internship opportunities to give you real, hands-on learning experiences and make your resume stand out.

Value
The combination of MSU’s affordability and its unique offerings make it a Best in the Midwest College, as designated by the Princeton Review. This selection process is based on meeting criteria for academic excellence as well as results of surveys done by current MSU students.

The Program
The Division of Liberal Arts supports the university’s mission through the Communication program by educating and guiding students as individuals so that they may realize their full career potential and enhance their lives. The Communication major provides an environment that reflects the institution’s tradition of personal service, commitment to innovative technology-enriched education, and earning relationships with community, employers and society.

Since communication pervades all areas of personal, academic, and professional life, instruction in Communication is a fundamental to the curriculum. A Communication major will help the student think critically, analyze ideas, gather and interpret information, solve problems, understand group processes and audience psychology, communicate effectively through reading, writing, speaking, listening, and other forms of verbal and nonverbal expression and appreciate the historical, aesthetic and technical dimensions of human communication.

Advantages
Mastery. Mayville State’s instructors in communication are public speakers themselves, communicating with audiences that are theatrical, international, intercultural, religious, social, and academic.

You can be confident in receiving high quality instruction. The communication degree emphasizes a variety of capabilities which provide you with a wide range of job opportunities.

Faculty-to-student ratio. Small class sizes provide the attention that you deserve and the education that you want. Students have ample opportunities to voice thoughts and opinions in class as well as build positive relationships with instructors. Students also experience practical application through radio, theater, internships, and many more areas of study.

Life-long learning. High expectations and demands are placed on Mayville State’s communication students, allowing them to reap great rewards following graduation. Students will also develop in-depth, thorough knowledge of the liberal arts.
Future Possibilities
The Communication degree emphasizes a wide variety of competencies which provide the major with a wide range of job opportunities. Some areas especially well-suited to this degree include but are not limited to business, public relations/advertising, media, nonprofits and government, radio, television, journalism, etc. The prerequisites provide a comprehensive overview of basic material and the core courses and practicum experiences allow an in-depth study of the communication field. In the upper-division classes the students will develop an in-depth understanding of the subject matter which will provide them with a solid intellectual foundation as they pursue their careers.

Major: Communication
Required credits to graduate with this degree: 120
Communication majors will complete 36 hours of essential studies courses including COMM 110, ENGL 110 and ENGL 120 or ENGL 125, ENGL 315, PSYC 111, and SOC 110, which are pre-requisite courses for this major. A minor is required with this major.

Student Learning Outcomes:
SLO 1: Students will develop arguments, theses, goals, and plans by gathering, interpreting, analyzing, and organizing information into logical frameworks.
SLO 2: Students will effectively adapt their communication to the rhetorical situation.
SLO 3: Students will enhance their writing, speaking, nonverbal, and listening skills to more effectively communicate.
SLO 4: Students will demonstrate their ability to communicate through a wide range of multimedia technologies including, but not limited to, multimedia software, radio broadcasts (Comet Radio), etc.
SLO 5: Students will demonstrate their acquired communication skills in appropriate internships or practica.

Communication - B.A.
Core Requirements:
- BUSN 318 Advertising and Promotion Management 3 SH
- BUSN 334 Business Communication 3 SH
- CIS 240 Introduction to Graphic Design 3 SH
- COMM 212 Interpersonal Communications 3 SH
- COMM 280 Understanding Film and Television 3 SH
- COMM 311 Oral Interpretation of Literature 3 SH
- COMM 314 Argumentation and Debate 3 SH
- COMM 321 Principles and Techniques of
- Journalistic Writing 3 SH
- COMM 322 Introduction to Journalistic Editing 3 SH
- COMM 402 Intercultural Communication 3 SH
- ENGL 325 Theory and Practice of Rhetoric 3 SH
- THEA 110 Introduction to Theatre 3 SH
- COMM 497S Communication Internship 3 SH
- OR
- Practicum Experience: Select 3 SH from the following-duplication allowed
- COMM 250S Forensics Practicum 1 SH
- COMM 284S Radio Practicum 1 SH
- COMM 286S Promotions Practicum 1 SH
- JOUR 292S Journalism Practicum 1 SH
- THEA 102S Theatre Practicum 1 SH

Total 39 SH

Minor: Communication
Students wishing to minor in Communication will be required to take all prerequisites, a minimum of two hours of practicum experience, and after consulting with their advisor, additional core courses equal to a total of 21 hours.

If you have any questions regarding this program or any other program, call 800.437.4104, ext. 34842 or go to www.MayvilleState.edu