

## SUBJECT: Communication Studies BA Application for SpeakWrite Program Certification

### 1. Program Learning Outcome Goals referencing Communication:

1. Upon completing a B.A. in Communication Studies, a student should be able to:
2. Describe the major theories of human communication and apply them to various contexts.
3. Critique communication messages from a social science perspective.
4. Cite evidence of the impact of communication on human behavior in interpersonal and/or organizational contexts.
5. Identify and describe the functions of media in a democratic society
6. Investigate the role of verbal and nonverbal messages in the human communication process.
7. Examine the intersection of communication and culture.
8. Design and evaluate effective strategies for social influence
9. Critically examine ethical issues involved in various communication contexts
10. Evaluate social science criteria to evaluate communication research.
11. Analyze the role of communication in conflict and conflict management

**2. Illustrate/describe how SpeakWrite approved courses will constitute half or more of the courses in the program of study for the major that students pursuing this degree will take before graduation. You might do this by copying the text in the "Requirements and Catalog Information" box in the Undergraduate Catalog and highlighting SpeakWrite certified courses.**

All students are required to complete 18 hours in one of 5 Areas of Emphasis. Below are the required and optional courses students can take in each Area of Emphasis. Speakwrite courses are highlighted. All students are also required to take Comm 403, Communication Capstone Seminar. This is also a Speakwrite Certified course.

- **[Note:** Text is copied from the "Requirements and Catalog Information" box in the Undergraduate Catalog with SpeakWrite certified courses" highlighted in yellow]

## HEALTH COMMUNICATION AREA OF EMPHASIS REQUIREMENTS

### Core courses in Health Communication

12

[COMM 307](#) Life-Span Communication

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[COMM 309](#) Health Communication

[COMM 404](#) Persuasion

[COMM 409](#) Advanced Health Communication

**Health Communication Electives** **6**

Select two of the following:

<a href="#">COMM 300</a>	Interpersonal Communication Theory
<a href="#">COMM 303</a>	Business and Professional Communication
<a href="#">COMM 317</a>	Communication and Aging
<a href="#">COMM 335</a>	Social Media in the Workplace
<a href="#">COMM 401</a>	Communication Research Methods
<a href="#">COMM 405</a>	Effects of Mediated Communication
<a href="#">COMM 408</a>	Advanced Study in Nonverbal Communication

18

**INTERPERSONAL COMMUNICATION AREA OF EMPHASIS REQUIREMENTS**

**Core Courses** **12**

<a href="#">COMM 202</a>	Interpersonal Communication
<a href="#">COMM 300</a>	Interpersonal Communication Theory
<a href="#">COMM 322</a>	Dark Side of Communication
<a href="#">COMM 410</a>	Family Communication

**Electives** **6**

Select two of the following classes:

<a href="#">COMM 212</a>	Gender and Communication
<a href="#">COMM 307</a>	Life-Span Communication
<a href="#">COMM 317</a>	Communication and Aging
<a href="#">COMM 404</a>	Persuasion
<a href="#">COMM 406</a>	Advanced Organizational Communication
<a href="#">COMM 408</a>	Advanced Study in Nonverbal Communication
<a href="#">COMM 424</a>	Communication Ethics
<a href="#">COMM 426</a>	Organizational Culture

Total Hours 18

**SOCIAL MEDIA AND COMMUNICATION TECHNOLOGY AREA OF EMPHASIS REQUIREMENTS**

**Core Courses** **12**

<a href="#">COMM 335</a>	Social Media in the Workplace
<a href="#">COMM 405</a>	Effects of Mediated Communication
<a href="#">COMM 425</a>	Computer Mediated Communications
<a href="#">COMM 435</a>	Advanced Social Media

**Electives** **6**

Select two of the following:

<a href="#">COMM 300</a>	Interpersonal Communication Theory
<a href="#">COMM 305</a>	Appreciation of the Motion Picture
<a href="#">COMM 315</a>	American Diversity in Film
<a href="#">COMM 401</a>	Communication Research Methods
<a href="#">COMM 404</a>	Persuasion
<a href="#">COMM 406</a>	Advanced Organizational Communication

Total Hours 18

### STRATEGIC AND ORGANIZATIONAL COMMUNICATION AREA OF EMPHASIS REQUIREMENTS

**Core Courses** 12

<a href="#">COMM 306</a>	Human Communication in Organizations and Institutions
<a href="#">COMM 404</a>	Persuasion
<a href="#">COMM 406</a>	Advanced Organizational Communication
<a href="#">COMM 426</a>	Organizational Culture

**Electives** 6

Select two of the following classes:

<a href="#">COMM 300</a>	Interpersonal Communication Theory
<a href="#">COMM 303</a>	Business and Professional Communication
<a href="#">COMM 335</a>	Social Media in the Workplace
<a href="#">COMM 401</a>	Communication Research Methods
<a href="#">COMM 424</a>	Communication Ethics
<a href="#">COMM 435</a>	Advanced Social Media

Total Hours 18

### INTEGRATED COMMUNICATION AREA OF EMPHASIS REQUIREMENTS

Select 6 classes from the following: 18

<a href="#">COMM 300</a>	Interpersonal Communication Theory
<a href="#">COMM 303</a>	Business and Professional Communication
<a href="#">COMM 305</a>	Appreciation of the Motion Picture
<a href="#">COMM 307</a>	Life-Span Communication
<a href="#">COMM 309</a>	Health Communication
<a href="#">COMM 314</a>	Nonviolence in Communication Behavior
<a href="#">COMM 315</a>	American Diversity in Film

COMM 317	Communication and Aging
COMM 322	Dark Side of Communication
COMM 335	Social Media in the Workplace
COMM 401	Communication Research Methods
COMM 404	Persuasion
COMM 405	Effects of Mediated Communication
COMM 406	Advanced Organizational Communication
COMM 408	Advanced Study in Nonverbal Communication
COMM 409	Advanced Health Communication
COMM 410	Family Communication
COMM 424	Communication Ethics
COMM 425	Computer Mediated Communications
COMM 426	Organizational Culture
COMM 435	Advanced Social Media

**3. Identify measures that you propose using to assess how our students are doing in achieving your program's effective communication goal(s). As will assessment of your other learning outcome goals, these measures will evolve from year to year. This is your starting point.**

We are currently utilizing our online portfolio platform to review student reflection and achievement of our departmental learning goals (all of which reference communication skills). Students indicate learning outcomes for each work posted on their portfolio. Our Undergraduate Committee is able to randomly search and evaluate specific outcome goals uploaded to this platform on an annual basis to assess our students' learning.