

General Communication

The General Communication Track offers students a broad foundation in communication concepts, which can be applied to any career field. The required courses provide an understanding of but are not limited to: communication theory, interpersonal communication, how to work with people and teams and negotiate conflict in an organizational environment, effectively give business presentations and publicly express ideas, conduct an interpret research, assume a leadership role to inspire and empower followers, and how to use rhetoric in a positive manner to be more persuasive in their personal and professional lives. The foundation courses introduce students to the other tracks such as Professional Communication, Digital Filmmaking and Media Arts, and Media Studies. Then they choose four elective courses to tailor their focus to their desired career path while still keeping their options open if they change careers throughout their lives.

Required Courses 6 courses/18 credit hours	COMM 1020	Interpersonal Communication
	COMM 2030	Introduction to Communication Theory
	COMM 2100	Public speaking
	COMM 2500	Research Methods
	COMM 3440	Organizational Leadership
	COMM 4000	Rhetorical Dimensions in Communication
Foundation Courses Select one course from each category for a total of 3 classes/9 credit hours	Category 1: Professional Communication	
	COMM 2240	Principles of Organizational and Strategic Communication
	COMM 2440	Leadership Theory and Practice
	COMM 3150	Communication Competency in Groups and Teams
	Category 2: Digital Filmmaking and Media Arts	
	COMM 2270	Sports and Studio TV Production
	COMM 3460	Digital Film Editing
	COMM 4170	Documentary Film and Video
	Category 3: Media Studies	
	COMM 1000	Contemporary Mass Media
	COMM 3650	Mass Media and Society
	COMM 4140	Media Effects
Elective Courses Students may choose any four courses (12 credit hours) from the list unless they took that class as a Foundation Course. Please note the prerequisite courses required for desired upper division courses in order to take them early in the program of study.	COMM 1000	Contemporary Mass Media
	COMM 1050	Introduction to Professional Communication
	COMM 2010	Oral Communication in the Workplace
	COMM 2150	Gender and Communication
	COMM 2200	Introduction to Sport Communication
	COMM 2240	Principles of Organizational and Strategic Communication
	COMM 2250	Introduction to Film and Video (Meets LAS Hum. Req.)
	COMM 2270	Sports and Studio TV Production
	COMM 2440	Leadership Theory and Practice
	COMM 2900	Writing for the Media
	COMM 3000	TV Workshop - Studio
	COMM 3010	TV Workshop - Writing
	COMM 3100	Directing for Film and Television
	COMM 3150	Communication Competency in Groups and Teams
	COMM 3200	Principles and Practices of Public Relations
	COMM 3230	Nonverbal Communication
	COMM 3240	Business and Professional Comm
	COMM 3250	Principles and Practices of Advertising
COMM 3270	Digital Cinematography	

Students are encouraged to complete an internship during their program of study	COMM 3280	Intercultural and Global Communication
	COMM 3300	Screening Writing
	COMM 3330	Gender and Leadership
	COMM 3350	Integrated Marketing Communication
	COMM 3400	Digital Communication Technologies
	COMM 3450	The History of TV Programming
	COMM 3460	Digital Film Editing
	COMM 3480	Health Communication: Media Perspectives
	COMM 3500	American Cinema
	COMM 3550	Professional and Personal Relationships
	COMM 3650	Mass Media and Society
	COMM 3770	Ethical Leadership
	COMM 3800	Strategic Communication Tactics (Offered Fall semester Only)
	COMM 3850	Walt Disney: The Nexus of Communication and Imagination (Offered Spring semester only)
	COMM 4010	Privilege and Oppression in Popular Culture (Offered Fall semester only)
	COMM 4050	PR and Social Media
	COMM 4090	Emerging Communication Technologies
	COMM 4100	Advanced Public Speaking (meets LAS Oral Comm. Req.)
	COMM 4110	Communication Competence
	COMM 4140	Media Effects
	COMM 4150	Communication for the Classroom Teacher
	COMM 4160	Communication, Training, and Consulting
	COMM 4170	Documentary Film and Video
	COMM 4200	Persuasion (Meets LAS Soc. Sci. Req.)
	COMM 4220	Creative Communication (Meets LAS Soc. Sci. Req.) (Offered Spring semester only)
	COMM 4230	Crisis Communication
	COMM 4240	Advanced Organizational and Strategic Communication
	COMM 4250	Advanced Interpersonal Communication: Conflict Management (Meets LAS Soc. Sci. Req.)
	COMM 4270	Digital Film Production (COMM 2250 Prerequisite) (Offered Spring semester only)
	COMM 4280	Multicultural Diversity and Workplace Communication (Offered Spring semester only)
	COMM 4290	Communication, Sustainability and Corporate Social Responsibility
	COMM 4300	Ethical Issues in Communication
	COMM 4350	Critical Analysis of Popular Culture
	COMM 4460	Advanced Editing & Colorization
	COMM 4600	Virtual Teams
	COMM 4690	Internship in Communication (Permission to Register required from Internship Director)
	COMM 4770	Leadership Communication in a Global Environment
	COMM 4800	Strategic Communication & Campaigns
	COMM 4840	Health Communication: Interpersonal Perspectives
	COMM 4900	Special Topics in Communication (Approval required from the Director of Undergraduate Studies)
	COMM 4950	Seminar in Leadership and Organizational Change
COMM 9400	Independent Study (Approval required from the Director of Undergraduate Studies)	

*All courses are subject to change based on the needs of the department

Suggested 1st Year	
COMM 1020	Interpersonal Communication (Meets LAS Soc. Sci. Req.)
COMM 2030	Introduction to Communication Theory
One Foundation Course	Select a foundation course from the previous table
Suggested 2nd Year	
COMM 2100	Public Speaking (Meets LAS Oral Comm. Req.)
COMM 2500	Research Methods
Foundation Course	Select a foundation course from the previous table
Suggested 3rd Year	
COMM 3440	Organizational Leadership (Meets LAS Soc. Sci. Req.)
Foundation Course	Select a foundation course from the previous table
Elective Course	Select an elective course from the previous table
Suggested 4th Year	
COMM 4000	Rhetorical Dimensions in Communication (Meets LAS Hum. Req.)
Elective Course	Select an elective course from the previous table
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Contacts

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Note: All communication majors should receive academic advising with Professor Eurich at least one a year.