

# B.A. in Communication Studies

Academic Program Guide for **New First-Year Students** (Effective Spring 2025)

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*Students who entered Rowan University prior to Spring 2025 should follow the guide for their program and start year in consultation with their advisor.*

## Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
  - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  - Rowan Core and Rowan Experience designations are listed in course details in Section Tally ([www.rowan.edu/registrar](http://www.rowan.edu/registrar)) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

## Program-Specific Graduation Requirements for this Major / Degree

- Students must receive a grade of C- or better in all courses satisfying Major requirements.
- Students must have a G.P.A. of at least 2.0 in Foundation, Upper-Level, Concentration and Cross-Concentration Courses in the Major.

## Rowan Core Requirements<sup>1</sup>

*Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy.*

*With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.*

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
- COMP 01111 College Composition I (3 sh)     COMP 01112 College Composition II (3 sh)     CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy                      *Recommendation from major:*
- (GLBL) Global Literacy                        *Recommendation from major:*
- (HUML) Humanistic Literacy                *Recommendation from major:*
- (QNTL) Quantitative Literacy                *Recommendation from major:*
- (SCIL) Scientific Literacy                    *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

## Rowan Experience Requirements

*Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.*

- (LIT) Broad-Based Literature Attribute    *Recommendation from major:*
- (WI) Writing Intensive Attribute            *Recommendation from major:* CMS 04450 (3 sh counted under major)
- (RS) Rowan Seminar Attribute<sup>2</sup>            *Recommendation from major:*

## Non-Program Courses (21 sh)

*Courses in this section must not be major courses.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
		Any Psychology (PSY) Rowan Core (or former gen ed) course			
		Any Sociology (SOC) Rowan Core (or former gen ed) course			
		Any Economics (ECON) or Political Science (POSC) Rowan Core (or former gen ed) course			
		Any History (HIST) Rowan Core (or former gen ed) course			
		Any Philosophy (PHIL) Rowan Core (or former gen ed) course			
		Any English (ENGL) Rowan Core (or former gen ed) course			
		Any Scientific (SCIL) Rowan Core (or former gen ed) course			

Subtotal: 21 sh

<sup>1</sup> The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

<sup>2</sup> The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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## Major Requirements (41 sh)

### SUMMARY OF MAJOR REQUIREMENTS

- 6 sh of Foundational Courses
  - 7 sh of Analytical Courses
  - 7 sh of Application and Capstone Courses
  - 12 sh in a required concentration
  - 3 sh of Cross-Concentration Elective
  - 6 sh of Related Electives
- 
- 41 sh total

### FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04200	Introduction to Communication Studies				3
CMS 04250	Communication Theory (CCII)				3
<b>Subtotal: 6 sh</b>					

### ANALYTICAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04350	Communication Studies Research Methods	Prereq: C- or better in CMS 04200 & CMS 04250			4
CMS 04390	Rhetorical Criticism	Prereq: COMP 01112			3
<b>Subtotal: 7 sh</b>					

### APPLICATION AND CAPSTONE COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
CMS 04425	Ethical Issues in Human Communication	Prereq: Senior Standing			3
CMS 04450	Seminar in Communication Studies	Satisfies WI requirement; Prereq: Senior standing; C- or better in CMS 04350 & CMS 04390			3
CMS 04455	Senior Transition	Prereq or Corequisite: CMS 04450			1
<b>Subtotal: 7 sh</b>					

## Communication Studies Concentrations

Each student must select one area of concentration and complete 4 of the offered courses in that area. Minimum grade of C- in each course required. Courses may not be taken more than twice. By declaring and choosing at least 12 credits from a single concentration, that designation will appear on your transcript.

### RHETORIC / CULTURAL CRITICISM CONCENTRATION

Choose 12 sh from the following courses.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	CMS 04210	Mass Media and Their Influences	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04223	Sports Communication, Culture & Identity	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04270	Persuasion and Social Influence				3
<input type="radio"/>	CMS 04290	Rhetorical Theory	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04310	Images of Gender in Popular Culture	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04313	Environmental Communication				3
<input type="radio"/>	CMS 04314	Social Impact of Sport	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04315	Digital Media Processes				3
<input type="radio"/>	CMS 04317	Social Media Strategies	Prereq: CMS 04205			3
<input type="radio"/>	CMS 04327	Women and Nonbinary Identities in Sports Communication	Prereq: COMP 01112			3

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Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> CMS 04330	International Media Communication				3
<input type="radio"/> CMS 04382	Communication in Health Campaigns and Interventions				3
<input type="radio"/> CMS 04370	Political Communication	Prereq: COMP 01112; POSC 071100, 07110 or 07200			3
<input type="radio"/> CMS 04323	Images of Athletes in Popular Culture	Prereq: COMP 01112			3
<input type="radio"/> CMS 04375	Special Topics in Communication				3
<input type="radio"/> CMS 04385	Constructing Health				3
<input type="radio"/> CMS 04393	Rhetoric of Science, Technology, and Med.	Prereq: COMP 01112			3
<input type="radio"/> CMS 04395	Rhetoric of Sport	Prereq: COMP 01112			3
<input type="radio"/> CMS 04440	Rhetoric of Reality Television				3
<input type="radio"/> HSC 08100	Introduction to Health and Science Comm.	Prereq: or Corequisite: COMP 01112			3
<b>Subtotal: 12 sh</b>					

## INTERPERSONAL / ORGANIZATIONAL COMMUNICATION CONCENTRATION

Choose 12 sh from the following courses.

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/> CMS 04208	Business & Professional Communication	Prereq: CMS 04205			3
<input type="radio"/> CMS 04220	Interpersonal Communication				3
<input type="radio"/> CMS 04240	Small Group Communication				3
<input type="radio"/> CMS 04255	Nonverbal Communication				3
<input type="radio"/> CMS 04260	Organizational Comm. Theory & Research	Prereq:COMP 01112			3
<input type="radio"/> CMS 04316	Mediated Interpersonal Communication	Prereq:COMP 01112			3
<input type="radio"/> CMS 04318	Leadership Communication				3
<input type="radio"/> CMS 04319	Organizational Communication in Sports	Prereq:COMP 01112			3
<input type="radio"/> CMS 04320	Communicating Gender	Prereq:COMP 01112			3
<input type="radio"/> CMS 04340	Family Communication	Prereq:COMP 01112			3
<input type="radio"/> CMS 04360	Intercultural Communication	Prereq:COMP 01112			3
<input type="radio"/> CMS 04375	Special Topics in Communication				3
<input type="radio"/> CMS 04380	Health Communication	Prereq:COMP 01112			3
<input type="radio"/> CMS 04385	Constructing Health				3
<input type="radio"/> HSC 08100	Introduction to Health and Science Comm.	Prereq: or Corequisite: COMP 01112			3
<b>Subtotal: 12 sh</b>					

## CROSS-CONCENTRATION ELECTIVE

Select one course from the area not chosen as a concentration. Minimum grade of C- in each course required. Courses may be taken no more than twice.

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
<b>Subtotal: 3 sh</b>					

## RELATED ELECTIVES

Select 2 courses related to the major. These can be any courses offered by the Department of Communication Studies (not counting those that have been used to fulfill the requirements listed above) or any relevant courses offered in the College of Communication and Creative Arts, chosen with the student's academic advisor.

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
<b>Subtotal: 6 sh</b>					

## Free Electives for this Major/Degree (49 sh)

*Students should choose Free Electives that satisfy any Rowan Core or Rowan Experience requirements that are not fulfilled by Major or Non-Program courses.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits



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Subtotal: 49 sh

Total Program Credits Required for this Major / Degree: 120 SH