

COMMUNICATION STUDIES



Within the Communication Studies major, you have the opportunity to become a specialist in your field by completing one of the following concentrations.

- **Interpersonal/Organizational** – Develop people skills, and prepare for careers in management, sales, social services, event planning, development, or fundraising.
- **Message & Media** – Focus on message design and production, and prepare for careers in public relations, outreach, advertising, copywriting, marketing, editing, publishing, promotion, journalism, or broadcasting.
- **Social Influence** – Develop skills in community leadership and public service, and prepare for careers in politics, advocacy, law, or civic affairs.
- **Individualized Concentration** – Design a plan of study that fits your interests. Previous individualized concentrations include Intercultural Communication, Health Communication, Public Relations, and Sports Marketing.

MAJORS

Communication Studies

MINORS

Communication Studies

SAMPLE OF COURSES

COMMS 240 - Intro to Interpersonal Communication

By surveying a wide variety of communication concepts, theories, and research concerning communication in interpersonal contexts, students learn to build positive, productive relationships.

COMMS 260 X - Writing for the Media

This course introduces students to writing in a professional environment and to the forms of writing for the mass media, including news and feature stories for print and broadcast, advertising copy, writing for the Web, and writing for public relations. Students leave the class able to write clearly, concisely, and appropriately for a variety of media settings.

COMMS 318 - Advanced Organizational Communication

Gives students hands-on experience in analyzing and auditing the communication within and disseminating from organizations. Through assessing the communication of local businesses and non-profits, students will learn how to best organize and deliver effective communication essential for organizational success.

COMMS 319 2 - Mass Communication Campaigns

This course asks students to investigate how communication campaigns can help improve the quality of life for diverse individuals and populations in the Madison community and beyond. Working in teams, students will plan, design, and carry out a mass communication campaign based on principles of social marketing for a real-world client (a nonprofit organization in the Madison area).

For a complete list of courses and course descriptions, please visit www.edgewood.edu/catalogue.aspx.

Leigh Maxwell, Ph.D.
lmaxwell@edgewood.edu

Kelly Mella, Ph.D.
kmella@edgewood.edu

"I love the sense of community and diversity that is present at Edgewood College. Different experiences at Edgewood provide the students with so many opportunities to thrive. I am very grateful for the personal touch that faculty and staff members provide students."

Emy Gandara '11
Communication Studies
& French Major