



Communication Studies DEPARTMENT

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MAJORS

COMMUNICATION
STUDIES

MINORS

COMMUNICATION
STUDIES

CERTIFICATE

PUBLIC RELATIONS

As a Communication Studies major, you'll have the opportunity to learn how people communicate, how to listen, how to better persuade, and how to engage in civic life. You'll study communication in personal relationships, in businesses and other organizations, in media, and across genders and diverse cultures. In addition, you'll get valuable hands-on experience through our internship program and community-based class projects.

A Communication Studies degree can lead to a career in Public Relations, Marketing, Sales, Media, Advertising, Journalism and many more! Madison has a thriving professional communications community that offers many opportunities for you to try out a career path via internships and job shadowing, along with making connections through the community-based courses and class projects built into our Communication Studies program.

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, marketing, human resources, or fundraising.
- **Message & Media** – Focus on message design and production, and prepare for careers in public relations, advertising, copywriting, 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** – Design a plan of study that fits your interests. Previous individualized concentrations include Intercultural Communication, Health Communication, Public Relations, and Sports Marketing

SAMPLE 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 280 - Intro to Public Relations

Students in this course examine the nature and role of Public Relations, its historical development, activities of PR professionals, the ethics of public relations, and professional development of those working in the field, both in the U.S. and abroad.

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 groups. Working in teams, students plan and design communication campaigns based on principles of social marketing for a real-world nonprofit organization.

COMMS 312 KU - Argument and Controversy

This course seeks to develop students' ability to analyze, criticize, produce, and respond to arguments in a reasoned and productive way. An important goal of the course is to prepare students to help improve the quality and level of public discourse in their communities and, by extension, in our nation.

COMMS 430E K - Social Media

This course will help students understand how social media has changed the way we do business and explore the influence of social networks and personal connections. Students will gain hands-on experience with the latest social media platforms, developing the online communication skills that today's employers demand.

FACULTY

KELLY MELLA, PH.D.
Department Chair
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"The professors not only encourage you to succeed in classes, but they also want you to succeed in life by supporting your obligations outside of class, such as work and community involvement. Through every Communication Studies class, Edgewood College allows you to explore your passions and gives you the tools to really make a difference in the world."

ARIEL ARNESON '16