

2014-2015 General Catalog
Undergraduate Program

Bachelor of Arts
Bachelor of Science

Dr. Linda Lederman
Director

Dr. Belle Edson
Director of Undergraduate Studies

ACADEMIC ADVISING

Michele Brennan
Undergraduate Academic Advisor
mbrennan@asu.edu

Barbara DeDecker
Undergraduate Academic Advisor
barbara.dedecker@asu.edu

Carol Comito
Undergraduate Academic Advisor
carol.comito@asu.edu

Jason LaBret
Undergraduate Academic Advisor
jason.labret@asu.edu

Dan Schwimmer
Undergraduate Academic Advisor
dan.schwimmer@asu.edu

CONTACT INFORMATION

Stauffer Hall A412
Arizona State University
P.O. Box 871205
Tempe, AZ 85287-1205

Advising Center A145

phone (480) 965-5095
fax (480) 965-4291

<http://humancommunication.clas.asu.edu>

COMMUNICATION UNDERGRADUATE REQUIREMENTS

All Communication undergraduates must complete the requirements of 1) the University General Studies, 2) The College of Liberal Arts and Sciences, and 3) the Hugh Downs School of Human Communication major. ASU bachelors' degrees require 120 semester hrs. including a minimum of 45 hrs. of upper division (300-400 level) credit. Students may use a maximum of 64 semester hrs. transferred from two-year institutions. The transferability of credit will be determined by Undergraduate Admissions, while the *applicability* of accepted credit will be determined by the College of Liberal Arts and Sciences and the Hugh Downs School. Students must complete a minimum of 30 semester hrs. at ASU.

1) University General Studies

ASU General Studies requirements include First Year Composition, Literacy and Critical Inquiry (L), Mathematical Studies (MA & CS), Humanities and Fine Arts (HU), Social and Behavioral Sciences (SB), Natural Sciences (SQ & SG), as well as the University Awareness Areas of Cultural Diversity (C), Global Awareness (G), and Historical Awareness (H). For information on these requirements, refer to "General Studies" and "University Graduation Requirements" in the ASU General Catalog.

2) College Graduation Requirements

Students pursuing a B.A. must fulfill the **second language proficiency requirement**. The fourth semester requires a "C" minimum grade.

Students pursuing a B.S. must fulfill the **Science and Society requirement**. This is a paired sequence of 2 courses of at least 3 hours each. These courses MAY NOT be from the major department, may not be used to fill University General Studies and must be chosen from the list of approved Science and Society courses. This list is available at <https://clas.asu.edu/node/13605>

3) The Hugh Downs School of Human Communication Major Requirements

Students may choose to complete either a Bachelor of Arts or a Bachelor of Science degree in Communication. Each degree requires a minimum of 42 semester hrs, including 9 hrs. of upper-division related area (non-COM) courses.

B.A. - BACHELOR OF ARTS DEGREE OPTION

Communication Core Courses	12 hrs.	
COM 407		3 hrs.
Communication Electives	18 hrs.	
Major Related Field.....	9 hrs.	
TOTAL		42 hrs.

NOTE: INTERMEDIATE COMPETENCY IN A NON ENGLISH LANGUAGE IS REQUIRED FOR THE BACHELOR OF ARTS DEGREE.

B.S. - BACHELOR OF SCIENCE DEGREE OPTION

Communication Core Courses	12 hrs.	
Communication Electives	18 hrs.	
COM 408: Quant. Research Methods in Com.....	3 hrs.	
Major Related Field		9 hrs.
TOTAL		42 hrs.

NOTE: COMPLETION OF APPROVED SCIENCE AND SOCIETY COURSES REQUIRED FOR THE BACHELOR OF SCIENCE DEGREE.

What Can You Do With a Degree in Communication? Here is what some of our Alumni are doing with theirs...

BUSINESS & MANAGEMENT

Branch Manager, Apple One Employment Services
Director, Imperial Valley Gymnastics Club
Customer Service Manager, Monterey-Salinas Transit
Employment Manager, Phoenix Suns
Importation Dept. Manager, Casa Ley
Manager Branch Operations, Bank of America
Manager, Motorola Quest for the Best Program
Owner, BMOC Sportswear
Owner, Trim-Pro
President, Shattuck & Grummett Financial Services
Real Estate Mgr, CB Commercial Real Estate Group
Store Merchandiser, Dillard's Department Store
Vice President, M&R Industries, Inc.
Director of Operations, Legal Marketing Advantage
Operations Manager, Amigo Airsho, Inc.
Recruiter, Human Resources U-Haul International

CONSULTING/PUBLIC AFFAIRS

Consultant, Tennessee Associates International
Mayor, City of Tempe
National Director, New Wave Communications, Inc.
President, Valley Achievement

EDUCATION

Assistant Professor, United States Military Academy
Coordinator, Development Office, Augsburg College
Defensive Coord & Director of Player Dvlpt., Scottsdale CC
Master's of International Management, Thunderbird
Master's Student, Higher & Postsecondary Education, ASU
Teacher, First Grade
University Representative, University of Phoenix
Online Programs Manager, ASU
Teacher, Teacher for America

HEALTH

Master's Student, School of Social Work, ASU
Ph.D. Student, Dept. of Psychology, U of A
Director of Case Mgmt, Maricopa County Health Dept.
Director of Advocacy & Community Outreach,
Just Vote Arizona Disability Coalition

LEGAL PROFESSIONALS

Attorney at Law, Mallia & Jacobs
Legislative Liaison, AZ Dept of Transportation
Presidential Management Intern, Dept. of Justice

PUBLIC RELATIONS/MEDIA

Account Executive, Pfaelzer, Johns & Fitzgerald, PR
Account Executive, Gerber Advertising
Advertising Coordinator, Western State Optical
Field Producer, NBC News
Media Manager, Hyundai Motors
New Anchor/Reporter/Producer, Channel 7
Public Relations Manager, US Airways Arena
Publicity Director, Rolling Stone Magazine
Senior Account Executive, Phoenix Suns
Public Relations Freelancer
Account Executive, Intercall Communications
Speaker/Sponsor, KFNN Radio Show
Reporter, Sports 620 KTAR
Director of Marketing, Back 2 Life Marketing

SALES & SERVICE

Account Executive, AM-750 WSB Radio Station
Correspondence Representative, American Express
Field Sales Manager, Pitney Bowes
Regional Marketing Technician, Southwest Salon Products
Representative, McNeil Pharmaceutical
Sales, Comcore Real Estate Services
Sales Manager, Ramada Inn
Sales Representative, International Contract Furnishings
Senior Development Manager, United Way
Travel Sales Consultant, Club Med
Account Executive, GoDaddy
Director of Web Marketing, New Dynamax LLC
Home Lighting Specialist, A Shade Better
Brand Marketing Coordinator, Emergen-C
Account Manager, Aerotek
Activities Attendant, Four Seasons Resort
Realtor, Home Smart

CORE COURSES

Both degree options require that students take 12 hrs. of Communication Core courses: COM 100, COM 207, COM 225, and COM 308. COM 207 is a prerequisite for COM 308.

- ❑ **COM 100:** Introduction to Human Communication
- ❑ **COM 225:** Public Speaking (*prerequisites: ENG 101 or 105*)
- ❑ **COM 207:** Introduction to Communication Inquiry (*prerequisites: 2.5 GPA, COM 100*)
- ❑ **COM 308:** Advanced Research Methods in Communication
(*prerequisites: COM 207, MATH 142 or higher with a "C" or better, 2.5 GPA*)

COM RESEARCH COURSES

UPPER DIVISION COMMUNICATION RESEARCH COURSES

- COM 407** Advanced Critical Methods in Communication (B.A.) (*Prereqs: COM 308, 2.5 GPA*)
COM 408 Quantitative Research Methods in Communication (B.S.) (*Prereqs: COM 308, 2.5 GPA*)

COM ELECTIVE COURSES

Both degree options require that students take a minimum of 18 hours of Communication Electives, at least 15 hrs. must be upper division, and 9 of those hrs. must be 400 level or higher. A maximum of 6 hrs. of "Y" credit is allowed.

LOWER DIVISION COMMUNICATION ELECTIVES

(Communication majors may not use COM 259: Business and Professional Communication toward their major electives.)

- | | | |
|-------------------------------|----------------------------------------------------------------|--------------------------------------------------------|
| COM 194 Special Topics | COM 222 Argumentation (<i>Prereq: ENG 101 or 105</i>) | COM 230 Small Group Communication (<i>SB</i>) |
| | | COM 281 Communication Activities |

UPPER DIVISION COMMUNICATION ELECTIVES

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>COM 310 Relational Communication (<i>Prereqs: COM 100, 2.5 GPA</i>)
 COM 312 Comm, Conflict & Ngtn. (<i>Prereqs: COM 100, 2.5 GPA</i>)
 COM 316 Gender in Communication (<i>SB, C</i>) (<i>Prereq: 2.5 GPA</i>)
 COM 317 Nonverbal Communication (<i>Prereqs: COM 100, COM 207, 2.5 GPA</i>)
 COM 319 Persuasion & Social Infl. (<i>Prereqs: COM 207, 2.5 GPA</i>)
 COM 320 Communication & Consumerism (<i>SB</i>) (<i>Prereq: 2.5 GPA</i>)
 COM 323 Com...Popular Culture (<i>C</i>) (<i>Prereqs: COM 100, 2.5 GPA</i>)
 COM 325 Advanced Public Speaking (<i>Prereqs: COM 225 or COM 259, 2.5 GPA</i>)
 COM 341 Social Contexts for Performance (<i>Prereq: 2.5 GPA</i>)
 COM 344 Performance of Oral Traditions (<i>HU</i>) (<i>Prereq: 2.5 GPA</i>)
 COM 357 Com.Tech /Info.Dif. (<i>SB</i>) (<i>Prereqs: COM 250, CSE 180, 2.5 GPA</i>)
 COM 371 Lang., Culture & Com. (<i>SB, G, C</i>) (<i>Prereqs: COM 263, 2.5 GPA</i>)
 COM 394 <i>Special Topics</i> (<i>Prereq: 2.5 ASU GPA</i>)</p> | <p>COM 404 Research Apprenticeship (<i>Prereqs: COM 308, 2.5 GPA</i>)
 COM 411 Comm.in the Family (<i>SB</i>) (<i>Prereqs: COM 207, 2.5 GPA</i>)
 COM 414 Crisis Communication (<i>Prereq: 2.5 GPA</i>)
 COM 417 Communication & Aging (<i>Prereq: 2.5 GPA</i>)
 COM 426 Political Communication (<i>SB</i>) (<i>Prereq: 2.5 GPA</i>)
 COM 430 Leadership in Group Communication (2.5 GPA)
 COM 442 Identity, Performance, Human Comm (<i>HU</i>) (<i>Prereq: COM 225 or COM 241, 2.5 GPA</i>)
 COM 445 Narrative Performance (<i>HU</i>) (<i>Prereq: COM 241, 2.5 GPA</i>)
 COM 446 Interp. of Lit. Written by Women (<i>HU, C</i>) (<i>Prereq: 2.5 GPA</i>)
 COM 453 Comm, Training, & Develop. (<i>Prereqs: 2.5 GPA</i>)
 COM 465 Intercultural Comm. Workshop (<i>Prereq: 2.5 GPA</i>)
 COM 492 Honors Directed Study (<i>Prereq: 2.5 GPA</i>)
 COM 493 Honors Thesis (<i>Prereq: 2.5 GPA</i>)
 COM 494 <i>Special Topics</i> (<i>Prereq: 2.5 GPA</i>)
 COM 484 Communication Internship (2.5 GPA, COM 225, COM 308, application)
 COM 382 Classroom Apprenticeship (2.5 GPA, application)
 COM 499 Independent Study (2.5 GPA)</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

NOTE: THE COURSES LISTED BELOW MAY ALSO BE TAKEN AS COM ELECTIVES

COMMUNICATION AREAS OF STUDY Paired Courses (optional)

INTERPERSONAL COMMUNICATION COM 110 (SB) (Prereqs: 2.25 GPA) or COM 310 (SB) (Prereqs: COM 100, 2.5 GPA) &
COM 410 (SB) (Prereqs: COM 308, 2.5 GPA)

Interpersonal communication involves learning to communicate in personal & professional relationships & developing strategies for expressing oneself clearly & effectively in situations involving romantic relationships, families, supervisory-subordinate communication, & other relationships. Topics include persuasion, conflict, self-disclosure, privacy, emotion, & dating.

PERFORMANCE STUDIES COM 241 (HU) (Prereqs: ENG 101 or 105, 2.25 GPA) &
COM 441 (HU) (Prereqs: COM 241, COM 308, 2.5 GPA)

Performance studies focuses on communication, literature, audiences, & creativity. Students develop skills in reading, writing, listening, and speaking to diverse audiences & the critical analysis of performance as they study the communicative power of literary texts.

ORGANIZATIONAL COMMUNICATION COM 250 (SB) (Prereqs: 2.25 GPA) &
COM 450 (SB) (Prereqs: COM 250, COM 308 or COM 309, 2.5 GPA)

Students of organizational communication will learn: 1) basic theories of organizations & groups; 2) theories of communication in organizations; 3) methods for analyzing communication in organizations; & 4) skills for communicating in organizations.

INTERCULTURAL COMMUNICATION COM 263 (C, G, SB) (Prereqs: 2.25 GPA) &
COM 463 (SB, G) (Prereqs: COM 308, 2.5 GPA)

The focus in intercultural communication is upon the basic concepts, principles, & skills for improving communication between persons from different minority, racial, ethnic, & cultural backgrounds in both domestic & international settings.

RHETORIC/PUBLIC ADDRESS COM 321 (HU, H) (Prereqs: COM 100, ENG 101, 105, 107 or 111, 2.5 GPA) or
COM 323 (C) (Pop Culture) (Prereqs: COM 100, 2.5 GPA) &
COM 421 (HU) (Prereqs: COM 321 or COM 323, COM 308 or COM 309, 2.5 GPA)

The area of rhetoric & public communication focuses on theories of persuasive communication & public address (noted speakers & their rhetorical techniques). This area is perhaps most appropriate for majors who are primarily interested in the humanistic approaches to human communication & who envision possible careers in law, the ministry, or some forms of marketing.

MAJOR RELATED FIELDS

Choose any **3 UPPER DIVISION courses** from the following prefixes:

AFR, AFS ,AFH	AFRICAN AMERICAN STUDIES <i>(caution: do not duplicate COM courses that may be cross-listed as AFR) (minor or Certificate in AFS available)</i>
AIS	AMERICAN INDIAN STUDIES
APA	ASIAN PACIFIC AMERICAN STUDIES <i>(caution: do not duplicate APA courses that are cross-listed w/COM)</i>
ASB	ANTHROPOLOGY <i>(minor available)</i>
CCS, CSH, CSS, TCL	TRANSBORDER CHICANA/O & LATINA/O STUDIES <i>(minor available)</i>
DAH, DAN, DCE	DANCE <i>(minor available)</i>
ENG	ENGLISH <i>(minor or Writing Certificate available)</i>
FAS,CDE, SOC	FAMILY & HUMAN DEVELOPMENT <i>(minor available)</i> , SOCIOLOGY <i>(minor available)</i>
FMS	FILM AND MEDIA STUDIES <i>(minor available)</i>
GCU	CULTURAL GEOGRAPHY <i>(minor available)</i>
HST	HISTORY <i>(minor available)</i>
HUM	HUMANITIES <i>(minor available)</i>
JUS, CRJ	JUSTICE STUDIES <i>(minor or American Indian Justice Certificate available)</i>
LES	LEGAL AND ETHICAL STUDIES
MCO	MASS COMMUNICATION <i>(minor available)</i>
MGT	MANAGEMENT
MIS	MILITARY SCIENCE
MKT	MARKETING
PAF	PUBLIC AFFAIRS
PGS, PSY	PSYCHOLOGY <i>(minor available)</i>
PHI	PHILOSOPHY <i>(minor available)</i>
POS	POLITICAL SCIENCE <i>(minor available)</i>
PUP	URBAN AND ENVIRONMENTAL PLANNING
PRM	RECREATION/TOURISM <i>(minor or American Humanics certificate available)</i>
REL	RELIGION <i>(minor available)</i>
SGS	GLOBAL STUDIES <i>(minor available)</i>
SOS	SUSTAINABILITY
SWU	SOCIAL WORK
TDM	TOURISM DEVELOPMENT and MANAGEMENT
THE, THP	THEATRE <i>(minor available)</i>
WSH, WST	WOMEN STUDIES <i>(minor available)</i>

Asian Studies Certificate *(available)*

International Business Certificate

Non-English Language *(available)*

Southeast Asian Studies Certificate

ANY BUSINESS MINOR COURSES (ACC, COB, ECN, FIN, IBS, LES, MGT, MKT, REA – Business Minor as well as Small Business Minor available)

Notes:

- You are responsible for completing any prerequisites that may be required for Related Area choices. Prerequisites for courses are listed in the ASU catalog descriptions.
- Many departments offer minors or certificates. Although minors or certificates are not required, students may elect to complete the requirements for a minor or for a certificate by combining choices in the Related Area and the General Electives.
- Remember to check 394,494 course numbers. These courses will not be listed in the catalog because they are new, but they do qualify for use as Related Area courses.



The Hugh Downs School of Human Communication

ACADEMIC ADVISING

The Hugh Downs School provides academic advising by appointment and on a walk-in basis. Appointments are available Monday – Friday. Communication majors may walk in on a first come, first served basis daily. Check the advising web site for the daily walk-in times.

The School's advisors are Michele Brennan, Barbara DeDecker, Carol Comito, Jason LaBret and Debra Daly.

Communication majors are encouraged to meet with an advisor at least once a year to update information, revise their academic plans, and prepare for graduation.

Some reminders and online resources to assist you:

Read the course descriptions and the pre-requisites for courses.

<https://catalog.asu.edu/>

Read the Curriculum Check Sheet, and refer to our website and the ASU General Catalog for clarification. It is your responsibility to understand the degree requirements.

<http://humancommunication.clas.asu.edu/undergraduate/major-information>

Review your DARS report, accessible through myASU or DARSweb.

[Degree Audit \(DARS\)](#)

Make use of the online GPA calculator.

[GPA calculator](#)

Find out information about the Science and Society courses:

[Science and Society courses](#)

Pay attention to deadlines!

If you schedule an appointment, please keep your appointment and be on time. If you need to cancel or reschedule your appointment, please do so online. Many students are waiting to take the slot you vacate.

Advising appointments are NOT for:

Scheduling your classes or enrollment in classes.

We can help you choose, but planning the perfect schedule is your task alone. Classes are in great demand. You may not get exactly what you want, when you want it, so have Plans B and C ready, and be prepared to be flexible!

To schedule an advising appointment, click on the Advising link in MyASU. If you need assistance with scheduling please call 480-965-5095 or come to the School's office in Stauffer Hall Room 412.

Opportunities in Communication

ACADEMIC OPPORTUNITIES

Classroom Apprenticeships (COM 382)

Non-graded credit for students extending their experience with a content area by assisting with classroom supervision in other COM courses (maximum 3 semester hrs. each semester). Contact instructor and get approval to serve as a classroom apprentice. Generally students have completed the content area course with a "B" or better. Most instructors require that you have taken the course from them. Complete the "Independent Study" form (available in the Communication Main Office, Stauffer A412) 30 days before the semester begins (requires instructor, advisor, and Director signatures).

Forensics

The Sun Devil Forensic squad is among the most successful collegiate speech and debate programs in the nation. The program offers CEDA/NDT-style policy debate and AFA/NFA individual events. The team travels around the nation for competition, as well as serving as host to one of the nation's largest high school speech and debate tournaments.

For more information email the Director of Forensics Adam Symonds at adam.symonds@asu.edu. Information is also on the web at: http://humancommunication.clas.asu.edu/undergraduate/forensics_recruit

Independent Study (COM 499)

Provides an opportunity for original study or investigation in the discipline of communication on an individual and more autonomous basis. Neither a substitute for a catalog course nor a means of taking a catalog course on an individual basis. Requires application well in advance of regular registration with the student's advisor, the advisor's signature, and approval by both the instructor with whom the student will work and the Director of the Hugh Downs School.

Internships (COM 484)

Internships consist of supervised field experiences and are available to upper-level undergraduate students with major status and a minimum 2.50 GPA. An application for internship credit must be completed at least one full semester before the intended term for an internship. Internships must receive prior approval from the Internship Director *before* student registration for the course. Internships may be taken for credit up to a total of 6 semester hours.

For more information: Visit the website at <http://humancommunication.clas.asu.edu/undergraduate/internships>

The Empty Space Theatre

Participants write, compile, and perform scripts for presentation in diverse on- and off-campus locations. For information visit <http://humancommunication.clas.asu.edu/content/current-performances>

Research Apprenticeships (COM 404)

Direct research experience on faculty projects. Student/faculty match based on interests. Interested students should complete the "Research Apprenticeship Program" application form available in the Communication Main Office, Stauffer A412.

Summer Session in London, Dublin, and Edinburgh

A unique opportunity for an intercultural study experience while completing general studies requirements in Communication. Students enroll for 6 or 9 ASU credits of COM courses taught by ASU faculty and guest lecturers. For the registration deadline contact Dr. Belle Edson at bedson@asu.edu.

For more information: Contact the Main Office 965-5095 OR VISIT THE WEBSITE: http://humancommunication.clas.asu.edu/undergraduate/study_abroad

Scholarships

The Hugh Downs School of Human Communication offers several scholarships/awards annually. Most award deadlines are March 1. Detailed scholarship information and application materials are available online: <http://humancommunication.clas.asu.edu/undergraduate/scholarships>

ORGANIZATIONS

The Association of Human Communication at ASU.

The Association of Human Communication at ASU, AHC@ASU, was formed by and for undergraduate students of The Hugh Downs School of Human Communication. The AHC strives to help Communication majors get to know one another and the faculty, share ideas about the major and outside interests, and interact with professionals in the field of Communication.

Have fun and enhance your academic experience by joining the Association of Human Communication at ASU! For current information about upcoming events, activities, and membership, go to <http://humancommunication.clas.asu.edu/content/association-human-communication>

Communication Honors Program, Lambda Pi Eta

Lambda Pi Eta is the official communication studies honor society of the National Communication Association (NCA). As a member of the [Association of College Honor Societies](#)(ACHS), LPH has over 400 active chapters at four-year colleges and universities worldwide

For more information:

http://humancommunication.clas.asu.edu/undergraduate/lambda_pi_eta

International Association of Business Communicators

www.iabcphoenix.com

<http://www.iabcphoenix.com/students.asp>