

Communication Studies Major Program Checklist: **Cultural Communication**

Effective August 2023 (23/24 Undergraduate Catalog)

To count toward the major, all SCOM courses must be passed with a C- or better

I. Core: 12 Credit Hours

The following five courses must be completed by all majors, no substitutions.

- SCOM 240 (Intro to Comm Theory)
- SCOM 240L (Comm Theory Lab)
- SCOM 242 (Presentational Speaking)
- SCOM 280 (Intro to Comm Research)
- SCOM 341 (Persuasion)

II. Communication Studies Electives – 6 Credit Hours

- SCOM 200/300/400
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III. Advanced Research Methods: 3 Credit Hours

SCOM Research Choose 1 of the following:
Prerequisite: SCOM 280

- SCOM 381 Rhetorical Research Methods
- SCOM 383 Quantitative Experimental Research Methods
- SCOM 385 Qualitative Research Methods
- SCOM 386 Survey Research Methods
- SCOM 388 Campaign Research Methods

I, II, and III. Required of all SCOM concentrations

IV. Cultural Communication Concentration: 18 Credit Hours

Cultural Communication Concentration Core:

Required Courses: 9 Credit Hours

- SCOM 248 (Intercultural Comm)
- SCOM 349 (Ethnographic Approaches to Comm Studies)
- SCOM 448 (Comm, Culture and Identity)

Cultural Communication Concentration

Electives:

(Choose two) 6 Credit Hours

- SCOM/ANTH 305 (Language and Culture)
- SCOM 347 (Comm, Diversity, and Popular Culture)
- SCOM/WGSS 348 (Comm and Gender)
- SCOM 352 (Comm and Social Movements)
- SCOM 355 (Food as Comm)
- SCOM/SMAD 357 (Youth, Comm and Culture)

Communication Skills: (Choose one) 3 Credit Hours

- SCOM 261 (PR Techniques: Written)
- SCOM/WGSS 301 (Feminist Blogging: Shout Out! JMU)
- SCOM 325 (Small Group Comm)
- SCOM 332 (Mediation)
- SCOM 335 (Comm Consulting)
- SCOM 338 (The Art of Public Debate)
- SCOM 340 (Principles and Processes of Interviewing)
- SCOM 342 (Argument and Advocacy)
- SCOM 344 (Oral Interpretation)
- SCOM 358 (Business and Professional Comm Studies)
- SCOM 447 (Facilitating Public and Organizational Engagement Processes)
- SCOM 449 (Comm Training)

V. Minor/Second Major/Cognate: 12–18 credits

Complete a minor program of study, a second major, or 12 hours outside of SCOM at 300/400 level.

- Minor or 2nd major or 12 hours of electives

VI. General Education: 41 credits

- Cluster 1 Cluster 2 Cluster 3 Cluster 4 Cluster 5

VII. BA/BS Degree Requirements: 3–17 credits

The Philosophy and Natural/Social Science courses may not double count with General Education credit.

BA: Language 232 Philosophy

BS: Math 220/COB 191 Natural/Social Science

VIII. Total credit hours required to graduate is 120 hours

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog. In the case of discrepancies, the University Catalog is the official curriculum students must follow. This document was reviewed by Lori Britt on 9/28/23