

Communication

Description of the major:

Students majoring in communication study in one of the four concentrations: communication studies, health communication, interactive journalism, or public relations/integrated communication. Each of these concentrations provides students with critical thinking, oral and written skills for communicating in a variety of contexts including small groups, organizations, and various forms of media.

The student experience:

- Communication at CCU provides unique opportunities for students to explore a range of communication, journalism and media topics in classes that cut across discipline boundaries of communication, journalism, mass communication and media studies.
- Students can explore the transformational role of new media and technology in such areas as interpersonal relationships, internal and external organizational communication, print and broadcast journalism, and the public relations and advertising professions.
- All communication majors also enroll in a minor area of study and select from a wide range of minors offered at the University, including political science, history, digital media and culture, journalism, Spanish, French, German, etc.



P.O. Box 261954 • Conway, SC 29528-6054 •
800.277.7000 • coastal.edu

√ Major

√ Minor

√ Concentrations:

Communication Studies

Health Communication

Interactive Journalism

Public Relations/Integrated Communication

- All communication majors complete a capstone experience class in which they can either write an undergraduate thesis or develop a specialized communication project in an area of their interest.

Areas of study:

The major requires 42 credit hours in general and specialized classes including health communication, public relations, advertising, public speaking, small group communication, organizational communication, and media effects.

Beyond the classroom:

Communication majors are prepared for careers in advertising, business and management, social and community services, public relations and publicity, media management, print and broadcast journalism, human resources, interactive media, health professions, and special events.

For more information:

- Wes Fondren, Ph.D., department chair, 843-349-6656 or wfondren@coastal.edu
- Shannon Cook, administrative specialist, 843-349-2450 or sncook@coastal.edu
- www.coastal.edu/communication