School of Communication Studies

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Lecturers
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J. Krauklis, P. Mabry, L. Mayfield, M. Moreau, A. Noland, K. Owens, K. Richards, A. Roth, S. Smitherman, K. Young

Mission Statement
The School of Communication Studies provides students with opportunities to study message analysis and intervention resulting from human interactive processes involving content and relationship dimensions of sources, receivers, channels and contexts. Practical application of communication skill competencies across modern concentrations prepare students for global citizenship, the workplace of the 21st century, and personal growth and development. Examination of research traditions in social science, historical/critical methods and art as well as ethics and professional standards complement student preparation for graduate and professional schools and careers.

Goals
As the school offers courses and programs in communication studies, the school seeks to fulfill the following goals:

- To prepare all JMU students who take a communication studies course to use oral communication skills effectively.
- To prepare students with a major or minor in communication studies for graduate and professional study as well as for careers in communication and communication-related professions.
- To provide co-curricular opportunities which enhance and reinforce communication competencies for all JMU students.

Career Opportunities and Marketable Skills
Students of communication studies develop skill competencies required for effective interaction and leadership in communities, workplaces, and groups. Some of these skills include:

- Speaking
- Interacting in small groups
- Using nonverbal communication skills such as use of space, voice, gaze and facial expressions
- Constructing persuasive messages and campaigns
- Using computers for word processing, statistical analysis, desktop publishing, graphic design, web page construction and browsing the Internet
- Analyzing communication at all levels including interpersonal, small group and organizational
- Persuading successfully
- Using language effectively
- Writing effectively
- Mediating and resolving conflicts
- Listening and problem solving

Such careers are part of the following fields:
- Consulting
- Entertainment
- Hospitality Industry
- Management
- Personnel
- Politics
- Sales
- Teaching

Study in communication studies also serves as valuable pre-professional preparation for graduate and professional studies in the following fields:
- Communication
- Counseling
- Law
- Management
- Ministry

Students who study communication studies acquire skills that enable them to interact with others effectively. These skills include:

- Speaking in front of groups
- Interacting effectively in small groups
- Using nonverbal communication skills such as use of space, voice, eyes and facial expressions
- Constructing persuasive messages and campaigns
- Using computers for word processing, statistical analysis, desktop publishing, graphic design, web page construction and browsing the Internet
- Analyzing communication problems at the organizational level
- Persuading successfully
- Using language effectively
- Writing effectively
- Mediating and resolving conflicts

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Co-curricular Activities and Organizations

To enhance courses and programs in communication studies, the school offers a variety of co-curricular activities and organizations open to all JMU students. Co-curricular activities involve practical communication experiences for which credit is available, either through the various practicums or one of the school’s applied courses. Co-curricular organizations are student clubs and honorary societies associated with the school’s individual programs of study.

Activities
- Institute for Conflict Analysis and Interventions: Activities concern the use of methods of alternative dispute resolution for resolving conflicts.
- Annual Communication Studies Conference: Annual program highlighting undergraduate scholarship in which students deliver professional presentations to the JMU community on a variety of topics that reflect the diverse research methodologies and areas of study in the School of Communication Studies.
- International Undergraduate Research Conference: Annual conference provides a forum for undergraduate research in the broad range of topics in conflict transformation. Papers may be presented live or via video-teleconferencing.
- Debate Team: Affords students interested in debating and individual events.
- Individual Events Team: Intercollegiate tournament competition and local audience experiences.
- Health Communication Institute: Students interested in effective communication with health communication professionals can work with the institute in a practicum or directed project.

Organizations
- Delta Sigma Rho-Tau Kappa Alpha: A chapter of a national honorary organization for students competing in intercollegiate debate and individual events.
- International Association of Business Communicators: A chapter of a national organization for students and professionals interested in business communication and public relations.
- Lambda Pi Eta: A chapter of a national honorary organization for students interested in communication.
- Destination Imagination: Students interested in effective conflict resolution and mediation skills can participate in the activities.
- Public Relations Student Society Association: An award-winning student organization for students pursuing careers in public relations.

Admission to the Major

Admission to JMU does not guarantee admission to the School of Communication Studies. All students interested in majoring in the program must apply for a limited number of spaces. The School of Communication Studies reviews applications for admission to the major each semester. Students will be notified of the school’s admission decision by March 1 for fall admission and by October 1 for spring admission.

Admission to the major is based on availability to the most qualified students. Students with a combined GPA of 3.0 or higher in SCOM 240 and SCOM 245 will be automatically admitted to the major. Students who have a combined GPA in those two courses of between 2.7 and 2.99 will be ranked according to that combined GPA; those students will be admitted on a space-available basis in rank order based on those GPAs. Students with a combined GPA less than 2.7 in SCOM 240 and SCOM 245 will not be considered for admission. Students must change their major to “SCOM declared” by the semester deadline to register for SCOM 240 and SCOM 245. A student may not apply for the major more than twice, and those applications must be in consecutive semesters. Successful completion of a major in the School of Communication Studies requires, at the very least, a minimum of four semesters after a student is fully admitted to the school. Depending upon the student’s particular circumstances and degree progress, more than four semesters may be required for completing the major. Once admitted to the School of Communication Studies, a student cannot retroactively apply more than nine hours of SCOM courses, including SCOM 240 and SCOM 245, to his/her major.

Policy for Students Transferring from Another Institution

Admission to JMU does not guarantee admission to the School of Communication Studies. All transfer students interested in majoring or minorin the program must apply for a limited number of spaces. The School of Communication Studies reviews applications for admission to the major and minor each semester. Students transferring to JMU with an associate’s degree should submit their applications during the semester in which they are completing SCOM 240 and SCOM 245. They will be notified of the school’s admission decision in May for fall admission and December for spring admission.

Students transferring to JMU without an associate’s degree should submit their application by the start of the semester after they have completed SCOM 240 and SCOM 245. They will be notified of the school’s admission decision by March 1 for fall admission and by October 1 for spring admission.

Admission to the major or minor is based on availability to the most qualified students. Students with a combined GPA of 3.0 or higher in SCOM 240 and SCOM 245 will be automatically admitted to the major or minor. Students who have a combined GPA in those two courses of between 2.7 and 2.99 will be ranked according to that combined GPA; those students will be admitted on a space-available basis in rank order based on those GPAs. Students with a combined GPA less than 2.7 in SCOM 240 and SCOM 245 will not be considered for admission. Transfer students applying to the major must change their major to “SCOM declared”
by the semester deadline to register for SCOM 240 and SCOM 245. A student may not apply for the major or minor more than twice, and those applications must be in consecutive semesters. Students applying from other institutions are held to the same policies and guidelines as other applicants. However, once admitted to the School of Communication Studies, transfer students may petition for SCOM credit for courses taken at previous institutions. As with other applicants, they cannot retroactively apply more than nine hours of SCOM courses taken at JMU, including SCOM 240 and SCOM 245, to their major or minor once admitted to the School of Communication Studies.

Minimum Grades
Any course taken to fulfill a degree requirement in communication studies must be completed with a minimum grade of “C” (2.0). A communication studies course completed with a grade of “C-” or “D,” including courses to fulfill JMU’s baccalaureate degree requirements, may be credited toward graduation but may not be included as course work toward a communication studies major or minor. Additionally, courses completed with a grade less than “C” will not count as fulfilling prerequisites for future courses, and enrolled students may be administratively removed from courses for which they have not completed a required prerequisite with a grade of “C” or higher.

Limitations in Applied Courses
No more than six hours combined credit in SCOM 318, Practicum in Communication Studies; SCOM 390, Directed Projects and SCOM 495, Internship in Communication Studies may be counted toward a major in communication studies.

Double Counting
Students with a communication studies major are allowed to count toward the major a maximum of six hours of credit earned to satisfy requirements in another major or minor.

Degree and Major Requirements
The School of Communication Studies offers the Bachelor of Science and Bachelor of Arts degrees with a major in communication studies. Students must take at least 39 hours of work in communication studies beyond the General Education requirement. All programs must include at least five elements:

- Fifteen hours of required courses.
- Successful completion of SCOM 394, Core Assessment in Communication Studies upon completion of the core requirements.
- Fifteen hours of courses within distribution areas to meet the school depth requirement.
- Nine hours of free elective courses in communication studies at the 300 or 400 level.
- Twelve hours of course work at the 300 level or above outside of the major program of study; or a second major or minor.

Bachelor of Arts in Communication Studies

Degree Requirements

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education 1</td>
<td>41</td>
</tr>
<tr>
<td>Foreign language classes (intermediate level required)</td>
<td>0-14</td>
</tr>
<tr>
<td>Philosophy course (in addition to General Education courses)</td>
<td>3</td>
</tr>
<tr>
<td>University electives 1</td>
<td>11-49</td>
</tr>
<tr>
<td>Major requirements (listed below)</td>
<td>39</td>
</tr>
</tbody>
</table>

1 The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.
2 The foreign language requirement may be satisfied by successful completion of the second semester of the intermediate level of the student’s chosen language (typically 232) or by placing out of that language through the Department of Foreign Languages, Literatures and Cultures’ placement test.
3 A minimum of 12 credit hours of university electives must be at the 300 level or above, or students must earn a second major or minor.

Major Requirements

Core Requirements

<table>
<thead>
<tr>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOM 240. The Process of Human Communication</td>
</tr>
<tr>
<td>SCOM 242. Presentation Speaking</td>
</tr>
<tr>
<td>SCOM 245. Signs, Symbols and Social Interaction</td>
</tr>
<tr>
<td>SCOM 280. Introduction to Communication Research 1</td>
</tr>
<tr>
<td>SCOM 341. Persuasion</td>
</tr>
<tr>
<td>SCOM 394. Core Assessment in Communication Studies</td>
</tr>
</tbody>
</table>

Depth Requirement: (15 hours required from the depth areas below)

Communication Skills (choose one of the following):

- SCOM 270. Introduction to Health Communication
- SCOM 243. Oral Interpretation
- SCOM 247. Small Group Communication
- SCOM 261. Public Relations Techniques I: Written
- SCOM 332. Mediation
- SCOM/JUST 333. Negotiations
- SCOM 340. Principles and Processes of Interviewing
- SCOM 342. Argument and Advocacy
- SCOM 358. Business and Professional Communication Studies
- SCOM 361. Public Relations Techniques II: Visual
- SCOM 367. Advanced Public Relations Writing
- SCOM 449. Communication Training

Communication Research (choose one of the following):

- SCOM 381. Communication Criticism
- SCOM 383. Communication Research Methodologies
- SCOM 385. Qualitative Communication Research Methods
- SCOM 386. Communication Survey Research

Communication Theory and Context (choose three of the following): 2

- SCOM 323. Introduction to Alternative Dispute Resolution
- SCOM 248. Intercultural Communication
- SCOM 260. Introduction to Public Relations
- SCOM 270. Introduction to Health Communication
- SCOM/ANTH 305. Language and Culture
- SCOM 313. Topics in Communication Studies (1-3 credits)
- SCOM 320. Introduction to Interpersonal Communication
- SCOM 330. Special Topics in Interpersonal Communication
- SCOM 331. Communication and Conflict
- SCOM 345. Nonverbal Communication
- SCOM 346. Free Speech in America
- SCOM 347. Communication, Diversity and Popular Culture
- SCOM/WMST 348. Communication and Gender
- SCOM 349. Ethnographic Approaches to Communication Studies
- SCOM 350. Organizational Communication
- SCOM/WRIT 351. Visual Rhetoric

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Bachelor of Science in Communication Studies
Degree Requirements

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>41</td>
</tr>
<tr>
<td>Quantitative requirement</td>
<td>3</td>
</tr>
<tr>
<td>Scientific Literacy requirement</td>
<td>3-4</td>
</tr>
<tr>
<td>University electives</td>
<td>21-46</td>
</tr>
<tr>
<td>Major requirements (listed below)</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
</tr>
</tbody>
</table>

1 The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.
2 In addition to course work taken to fulfill General Education requirement.
3 A minimum of 12 credit hours of university electives must be at the 300 level or above, or students must earn a second major or minor.

In addition, students pursuing a B.S. in communication studies must complete MATH 220. Elementary Statistics or a school-approved statistics course with a grade of “C” (2.0) or better. School-approved statistics courses include, but are not limited to, COB 191. Business Statistics. MATH 220 can count as either a General Education or a B.S. quantitative requirement, but not both.

Major Requirements

<table>
<thead>
<tr>
<th>Core Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOM 240. The Process of Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 242. Presentational Speaking</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 245. Signs, Symbols and Social Interaction</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 280. Introduction to Communication Research</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 341. Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 394. Core Assessment in Communication Studies</td>
<td>0</td>
</tr>
</tbody>
</table>

Additional communication studies electives at the 300-400 levels 9

Depth Requirement: (15 hours required from the depth areas below)

Communication Skills (choose one of the following): 3
- SCOM 243. Oral Interpretation
- SCOM 247. Small Group Communication
- SCOM 261. Public Relations Techniques I: Written
- SCOM 332. Mediation
- SCOM/JUST 333. Negotiation
- SCOM 340. Principles and Processes of Interviewing
- SCOM 342. Argument and Advocacy
- SCOM 358. Business and Professional Communication Studies
- SCOM 361. Public Relations Techniques II: Visual
- SCOM 367. Advanced Public Relations Writing
- SCOM 449. Communication Training

Communication Research (choose one of the following): 3
- SCOM 381. Communication Criticism
- SCOM 383. Communication Research Methodologies
- SCOM 385. Qualitative Communication Research Methods
- SCOM 386. Communication Survey Research

Communication Theory and Context (choose three of the following): 9
- SCOM 231. Introduction to Alternative Dispute Resolution
- SCOM 248. Intercultural Communication
- SCOM 260. Introduction to Public Relations
- SCOM 270. Introduction to Health Communication
- SCOM/ANTH 305. Language and Culture
- SCOM 313. Topics in Communication Studies (1-3 credits)
- SCOM 320. Introduction to Interpersonal Communication
- SCOM 330. Special Topics in Interpersonal Communication
- SCOM 331. Communication and Conflict
- SCOM 345. Nonverbal Communication
- SCOM 346. Free Speech in America
- SCOM 347. Communication, Diversity and Popular Culture
- SCOM/WMST 348. Communication and Gender
- SCOM 349. Ethnographic Approaches to Communication Studies
- SCOM 350. Organizational Communication
- SCOM/WRIT 351. Visual Rhetoric
- SCOM 352. Communication and Social Movements
- SCOM 353. American Political Culture and Communication
- SCOM 354. Communication, Environment and Environmentalism
- SCOM 357. Youth, Communication and Culture
- SCOM 371. Talking through Tough Cases: Ethical Principles and Practices in Communication Studies
- SCOM 372. Culture and Health Communication
- SCOM 395. Study Abroad Seminar
- SCOM/WMST/WRTC 420. Feminist Rhetorics
- SCOM 425. Leadership Communication
- SCOM 431. Legal Communication
- SCOM 432. Senior Seminar in Conflict and Mediation Studies
- SCOM 440. Family Communication
- SCOM/ANTH/HIST 441. Oral History and Social Justice
- SCOM 448. Seminar in Cultural Communication
- SCOM 450. Advanced Studies in Organizational Communication
- SCOM 460. Public Relations Management
- SCOM 461. Public Relations Campaigns
- SCOM 463. International Public Relations
- SCOM 467. Global Public Relations Seminar
- SCOM 470. Health Communication Campaigns
- SCOM/SMAD/POSC 472. Media and Politics

1 This course fulfills the College of Arts and Letters writing-intensive requirement for the major.
2 At least one theory and context course requirement must be at the 400-level.
Concentrations

Advocacy Studies
This concentration prepares students to understand, critically evaluate and engage the communication theories, processes, media institutions and communication technologies that citizens, political leaders, government officials, public administrators, interest groups and community service organizations use to campaign, deliberate, adjudicate, govern and advocate for social change. Skilled advocates adopt, develop and implement diverse sets of communication strategies that help clients articulate interests and goals, determine social systems and audiences most likely to achieve goals, identify effective media and appropriate goal oriented messages, and develop plans for implementing change.

In addition to the 15 hours of required communication studies courses, students studying advocacy must complete the following 18 hours from among the depth requirements. The school also recommends that students enroll in an internship during their junior or senior year.

Courses Credit Hours
SCOM 342. Argument and Advocacy 3
SCOM 352. Communication and Social Movements 3
SCOM 353. American Political Culture and Communication 3
SCOM 381. Communication Criticism 3
Choose two of the following: 6
SCOM 331. Conflict and Communication
SCOM/WRTC 343. Contemporary Rhetorical Theory and Practice
SCOM 346. Free Speech in America
SCOM 347. Communication, Diversity and Popular Culture
SCOM 354. Communication, Environment and Environmentalism
SCOM/SMAD 357. Youth, Communication and Culture
SCOM/SMAD/WRTC 420. Feminist Rhetorics
SCOM 431. Legal Communication
SCOM 453. Political Campaign Communication
SCOM 470. Health Communication Campaigns
SCOM/SMAD/POSC 472. Media and Politics
SCOM 495. Internship in Advocacy Studies

Conflict Analysis and Intervention
This concentration prepares students to analyze conflict interaction and explore various methods of formal and informal conflict intervention in interpersonal, workplace, legal, political, religious and intercultural contexts. Included among the conflict intervention processes studied are family therapy, community dialogue, negotiation and mediation. A concentration in conflict analysis and intervention can prepare students for careers in human services, human resources, government, peacebuilding, conflict intervention and humanitarian agencies, and dispute resolution. It is also useful for students who wish to pursue the study of law or careers in business management, diplomacy and international relations.

In addition to the 15 hours of required communication studies courses, students studying conflict analysis and intervention must complete the following 18 hours from among the depth requirements. Additionally, students are encouraged to enroll in an internship during their junior or senior year.

Courses Credit Hours
SCOM 331. Communication and Conflict 3
SCOM 332. Mediation 3
SCOM 334. Alternative Dispute Resolution 3
SCOM 385. Qualitative Communication Research Methods 3
SCOM 432. Senior Seminar in Conflict and Mediation 3
Choose one of the following: 3
SCOM/ANTH 305. Language and Culture
SCOM 333. Negotiation
SCOM 349. Ethnographic Approaches to Communication Studies
SCOM 354. Communication, Environment and Environmentalism
SCOM 395. Study Abroad in Northern Ireland Seminar
SCOM 431. Legal Communication
SCOM 440. Family Communication

Health Communication Studies
This concentration prepares students for careers in patient advocacy, health promotion and education, social marketing, health-related public relations, health-related writing, pharmacy sales and health-related advertising. Students will gain strong writing and research skills, project management expertise, leadership and team building, as well as gain knowledge in the areas of interpersonal doctor-patient communication, health campaigns and public health, culture and health, ethics and health and organizational communication.

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Courses Credit Hours
SCOM 248. Intercultural Communication 3
SCOM 349. Ethnographic Approaches to Communication Studies 3
SCOM 448. Seminar in Cultural Communication 3
Choose one of the following: 3
SCOM 381. Communication Criticism
SCOM 385. Qualitative Communication Research Methods
Choose two of the following: 6
SCOM 347. Communication, Diversity and Popular Culture
SCOM/WMST 348. Communication and Gender
SCOM 352. Communication and Social Movements
SCOM/SMAD 357. Youth, Communication and Culture

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In addition to the 15 hours of required communication studies courses, students studying health communication must complete the following hours from among the depth requirements. Students are encouraged to enroll in an internship during their junior or senior years.

### Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOM 260. Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 261. Public Relations Techniques I: Written</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 270. Introduction to Health Communication</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 470. Health Communication Campaigns</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following:
- SCOM 350. Organizational Communication
- SCOM 371. Talking through Cases: Ethical Principles and Practices in Communication Studies
- SCOM 372. Culture and Health Communication

Choose one of the following:
- SCOM 381. Communication Criticism
- SCOM 383. Communication Research Methodologies
- SCOM 385. Qualitative Communication Research Methods
- SCOM 386. Communication Survey Research

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### Interpersonal Communication Studies

Students analyze how messages are used to manage personal relationships in social and professional contexts. By examining research, theory and processes of interpersonal communication, students learn important principles for managing impressions and building rapport, identifying needs and pursuing influence goals, reducing relational uncertainty and adapting to change. Students completing the concentration learn to communicate the value of healthy relationships, are well prepared for graduate school, and develop relational skills for excelling in careers such as peer counseling, education, family and human services, sales and management, aging services, ministry and community leadership. In addition to the 15 hours of required communication studies courses, students must complete the following 18 hours from among the depth requirements. Students are encouraged to enroll in an internship as well as become involved in a research or community service project during their junior or senior years.

### Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOM 320. Introduction to Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 340. Principles and Processes of Interviewing</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 345. Nonverbal Communication</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 440. Family Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following:
- SCOM 231. Introduction to Alternative Dispute Resolution
- SCOM 247. Small Group Communication
- SCOM 248. Intercultural Communication
- SCOM 270. Introduction to Health Communication

Choose one of the following research requirements:
- SCOM 381. Communication Criticism
- SCOM 383. Communication Research Methodologies
- SCOM 385. Qualitative Communication Research Methods
- SCOM 386. Communication Survey Research

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### Organizational Communication Studies

Organizational communication involves the study of the ways people interact within organizations, such as business, government, education and nonprofit groups. The specific focus of this concentration is internal and external communication of organizations. This concentration prepares students for careers in business, consulting, training and event planning and for the study of law. In addition to the 15 hours of required communication studies courses, students studying organizational communication must complete the following 18 hours from among the depth requirements. Additionally, students are encouraged to enroll in an internship during their junior or senior year.

### Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOM 350. Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 358. Business and Professional Communication Studies</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 425. Leadership Communication</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 449. Communication Training</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 450. Advanced Studies in Organizational Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following research requirements:
- SCOM 381. Communication Criticism
- SCOM 383. Communication Research Methodologies
- SCOM 385. Qualitative Communication Research Methods
- SCOM 386. Communication Survey Research

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### Public Relations Studies

This concentration focuses on the management of communication between organizations and their internal and external publics with the goal of mutual understanding and influence. Public relations practitioners work with specific audiences relative to focused goals. Preparation for a career in public relations should include a broad educational base and a variety of communication skills. In addition to the 15 hours of required communication studies courses, students studying public relations must complete the following 18 hours from among the depth requirements in order to receive a letter upon graduation that verifies that they have completed a program of public relations studies. The school also recommends that students enroll in an internship during their junior or senior year.

### Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOM 260. Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>SCOM 261. Public Relations Techniques I: Written</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one of the following:
- SCOM 361. Public Relations Techniques II: Visual
- SCOM 367. Advanced Public Relations Writing

Choose one of the following:
- SCOM 383. Communication Research Methods
- SCOM 386. Communication Survey Research

SCOM 460. Public Relations Management | 3            |
| SCOM 461. Public Relations Campaigns  | 3            | 18

Students are encouraged to enroll in SCOM 330, Special Topics in Interpersonal Communication, in partial fulfillment of their SCOM elective requirement.
Minor Requirements

Admission to the Minor

Admission to JMU does not guarantee admission to the School of Communication Studies. All students interested in minoring in an SCOM program must apply for a limited number of spaces. The School of Communication Studies reviews applications for admission to the minors each semester. Students will be notified of the school’s admission decision by March 1 for fall admission and by October 1 for spring admission.

Admission to SCOM minors is based on availability to the most qualified students. Students with a combined GPA of 3.0 or higher in SCOM 240 and SCOM 245 will be automatically admitted to an SCOM minor. Students who have a combined GPA in those two courses of between 2.7 and 2.99 will be ranked according to that combined GPA; those students will be admitted on a space-available basis in rank order based on those GPAs. Students with a combined GPA less than 2.7 in SCOM 240 and SCOM 245 will not be considered for admission. A student may not apply more than twice, and those applications must be in consecutive semesters.

Successful completion of any minor in the School of Communication Studies requires, at the very least, a minimum of two semesters after a student is fully admitted to the school. Depending upon the student’s particular circumstances and degree progress, more than two semesters may be required for completing the minor. Once admitted to the School of Communication Studies, a student cannot retroactively apply more than nine hours of SCOM courses, including SCOM 240 and SCOM 245, to her/his minor.

Communication Studies Minor

A minor in communication studies requires 18 hours of course work in communication studies beyond the General Education requirement, including SCOM 240 and SCOM 245, and a minimum of nine hours at the 300 level or above. Before a student begins a minor in communication studies, the school director and the student’s adviser must approve his or her planned program of study.

Conflict Analysis and Intervention

The minor in conflict analysis and intervention prepares students to analyze conflict interaction and explore various methods of formal and informal conflict intervention in a wide variety of contexts. The program is intended for students not majoring in communication studies who wish to supplement and augment their major area of study. The requirements for a conflict analysis and intervention studies minor are 18 credit hours.

Courses Credit Hours
SCOM 240. The Process of Human Communication 3
SCOM 245. Signs, Symbols and Social Interaction 3
SCOM 331. Communication and Conflict 3
SCOM 332. Mediation 3
SCOM 432. Senior Seminar in Conflict Analysis and Intervention 3
Choose one of the following: 3
SCOM 320. Introduction to Interpersonal Communication
SCOM 333. Negotiations
SCOM 334. Alternative Dispute Resolution
SCOM 350. Organizational Communication
SCOM/WMST 348. Communication and Gender
SCOM 352. Communication and Social Movements
SCOM 353. American Political Culture and Communication

Health Communication Minor

The minor in health communication is designed to provide students not majoring in communication studies with conceptual and applied knowledge about communication interaction and its effects on health care, health care practitioners and patients/clients. Students will gain strong writing and research skills, project management expertise, leadership and team building skills as well as gain knowledge in the areas of interpersonal doctor-patient communication, health campaigns and public health, culture and health, ethics and health, and organizational communication. It is designed for students pursuing careers in related health care fields or for students who have an interest in health communication.

Courses Credit Hours
SCOM 240. The Process of Human Communication 3
SCOM 245. Signs, Symbols and Social Interaction 3
SCOM 370. Introduction to Health Communication 3
SCOM 470. Health Communication Campaigns 3
Choose two of the following: 6
SCOM 350. Organizational Communication
SCOM 371. Talking through Tough Cases: Ethical Principles and Practices in Communication Studies
SCOM 372. Culture and Health Communication

Political Communication Minor

The School of Communication Studies and the Department of Political Science offer a joint minor in political communication with emphases on political campaigning and interest groups. The purpose of this minor is to provide students with conceptual, practical and applied knowledge in the fields of public and private interest groups and political campaigns. For a full description of this minor, refer to Political Communication Minor. This minor is exempt from the School of Communication Studies minor admissions policy.