

BRYANT UNIVERSITY

COMMUNICATION



WWW.BRYANT.EDU/AREASOFSTUDY

Today's world is driven by the exchange of information, and the demand for people with finely tuned communication skills is on the rise. Bryant graduates are positioned to move easily into this exciting field because they possess advanced writing and speaking skills, computer literacy, and an understanding of both human communication and mass media.

You'll meet with a faculty advisor to discuss your interests and then personalize a plan of study that helps you achieve your post-graduate goals. You will explore the many aspects of communication that will prepare you not only for your first job, but for your entire career as well as your personal growth and success. We offer a wide variety of classes in three basic fields of communication: interpersonal communication, mass communication and writing, and media production/appreciation. The degree combines communication courses that emphasize both theory and practice with a business administration minor that ensures you'll also gain an understanding of business principles and a broad view of the world. The communication minor entails four courses that you'll tailor to a specific area of focus with the help of a faculty advisor.

ENGAGED LEARNING + APPLIED SCHOLARSHIP

The College of Arts and Sciences and the College of Business at Bryant offer a rigorous academic curriculum, and a depth and breadth of study that encourages students to explore new fields and expand their thinking. In fact, the unique integration of business and liberal arts is a hallmark of a Bryant education – business students study liberal arts and liberal arts students study business. This foundation educates the *whole* student and enhances communication skills; leads to a more comprehensive understanding of global, cultural, and ethical issues; and develops critical thinking and decision-making skills.

Bryant's comprehensive curriculum allows you to develop your intellectual passions and define a clear path for success.

DISTINGUISHED FACULTY

Bryant's faculty are accomplished, passionate educators who are dedicated to helping you develop your intellectual potential. They continually enhance their capabilities through research, publishing, consulting, and community service, and bring this knowledge into the classroom. Our full-time tenured and tenure-track faculty come from prestigious academic programs and have demonstrated a deep commitment to your academic growth. Faculty and staff deliver an extraordinary level of personal guidance that has benefited generations of Bryant students.

FOR MORE INFORMATION

Learn more at www.bryant.edu/areasofstudy or contact Communication Professor Wendy Samter, Ph.D., department chair, at wsamter@bryant.edu.

PRACTICAL EXPERIENCE

You can write for the student paper, produce a show for the campus television network, take pictures for the yearbook, or host a radio show on Bryant's campus radio station. Whether it is through a research project with a professor or an internship with a media organization like Clear Channel Broadcasting, you will have hands-on experience in the field before graduation. You can also learn more about potential professions through the Communication Society, or network with current and future communication professionals by earning a spot in Lambda Pi Eta, the national communication honor society.

“Studying conflict management. Producing television broadcasts. Understanding media literacy. Creating a health communication campaign. Writing for journalistic, public relations, or new media applications. These are just a few ways Bryant students discover how to think critically about the world of communication – and to apply such knowledge to situations they will encounter in their personal and professional lives.”

Wendy Samter, Ph.D., Professor and Chair, Department of Communication

PROFESSIONAL SUCCESS

Communication skills are an important asset to any career, including advertising, business, public relations, journalism, government or politics, health care, international relations and negotiations, or social and human services, to name just a few. You will be well prepared to pursue graduate studies in a variety of fields. Bryant communication students have interned at organizations such as Hasbro, Hill Holliday, Boston Celtics, and MTV Networks, and some have gone on to full-time employment at the companies with which they've worked.

DEGREE AND MAJOR REQUIREMENTS

COMMUNICATION

LIBERAL ARTS CORE REQUIREMENTS

Liberal Arts Seminar (LCS151)

Introduction to Literary Studies (LCS121)

Microeconomic Principles (ECO113)

Macroeconomic Principles (ECO114)

Mathematical Reasoning I (MATH105)

Statistics I (MATH201)

Two (2) Humanities Survey Courses*

LIBERAL ARTS DISTRIBUTIONS – MODES OF THOUGHT*

Two (2) Social Science Modes of Thought

Historical Mode of Thought (Upper Division)

Literary Mode of Thought (Upper Division)

Cultural Mode of Thought

Two (2) Scientific Modes of Thought (Include one lab science)
(One science course must be taken at the 300 or 400 level)

FOUNDATIONS FOR LEARNING (FFL101)

BUSINESS ADMINISTRATION MINOR REQUIREMENTS

Introduction to Business (BUS101)

Principles of Financial Accounting (ACG203)

Fundamentals of Computer Information Systems (CIS201)

Financial Management (FIN201)

Management Principles and Practice (MGT200)

Foundations of Marketing Management (MKT201)

ELECTIVES – Subject to programmatic constraints, students may elect up to 12 additional credits from the College of Business

COMMUNICATION MAJOR REQUIREMENTS

Introduction to Communication (COM203)

Interpersonal Communication (COM270)

Mass Communication (COM272)

Communication Research Methods (COM390)

Senior Seminar in Communication Theory (COM491)

Five (5) Communication Electives (any level)

Two (2) Communication 400-level Electives

*Humanities Survey and Modes of Thought requirements can be met by the appropriate courses in the majors.

**COMMUNICATION MAJORS WILL COMPLETE
122 CREDIT HOURS FOR GRADUATION**