

Overview of Majors

Department of Communication

Core Communication Courses

COMM 215 Foundations of Communication Theory (3) F/S
 COMM 226 Multimedia Production I (3) F/S
 COMM 285 Communication and Ethics (3) S

COMM 386 Web Communication (3) F
 COMM 351 Principles of Persuasion and Influence (3)
 [Pre-req. COMM 211] F
 COMM 493 Senior Seminar (3) F

Pre-requisites:

COMM 211 Presentational Speaking [Pre-req. for 351] F/S
 COMM 221 Multimedia Writing [Pre-req. for 433] F/S

Advertising & Public Relations Major

COMM 231 Principles of Advertising & Public Relations (3) F/S
 COMM 340 Advertising/PR Research & Strategy (3) F
 COMM 433 Strategic Writing for Advertising/PR (3)
 [Pre-req. COMM 221] S
 COMM 441 Advertising/Public Relations Campaigns (3) F

Advertising & Public Relations Electives (6 hrs)

Choose 6 hours from:

COMM 141, 142, 143, 144 Radio Activities (1 hr each) F/S
 COMM 161, 162, 163, 164 PR Activities (1 hr each) F/S
 COMM 171, 172, 173, 174, TV Activities (1 hr each) F
 COMM 181, 182, 183, 184 Journalism Activities (1 hr each) F/S
 COMM 191, 192, 193, 194 Speech Activities (1 hr each) F/S
 COMM 210 Graphic Design I (3)
 COMM 275 Statistics for Behavioral Sciences & Lab (4) F/S
 COMM 322 Media Law and Ethics (3)
 COMM 332 Intercultural Communication (3)
 COMM 342 Interpersonal Communication Theory (3) S
 COMM 387 Organizational Communication (3) F
 COMM 412 Advertising Campaigns/Ad Team (3) S
 COMM 421 Strategic Media (3)
 COMM 442 Rhetorical Criticism (3) S
 COMM 290, 390, 490 Selected Topics (3) F/S
 COMM 291, 292, 391, 392, 491, 492 Research F/S
 COMM 397, 398, 497, 498 Internship F/S
 ENGL 253 Grammar and Style

Faculty Contacts:

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 Dr. Regina Waters (rwaters@drury.edu)

Communication Studies Major

COMM 275 Statistics for Behavioral Sciences (3) F/S
 COMM 275-L Statistics for Behavioral Sciences Lab (1) F/S
 COMM 387 Organizational Communication (3) F
 COMM 422 Argumentation & Advocacy (3) F
 COMM 442 Rhetorical Criticism (3) S

Choose one from:

COMM 332 Intercultural Communication (3) OR
 COMM 342 Interpersonal Communication Theory (3) S

Communication Studies Electives (2 hrs)

Choose 2 hours from:

COMM 141, 142, 143, 144 Radio Activities (1 hr each) F/S
 COMM 161, 162, 163, 164 PR Activities (1 hr each) S
 COMM 171, 172, 173, 174 TV Activities (1 hr each) F
 COMM 181, 182, 183, 184 Journalism Act. (1 hr each) F/S
 COMM 191, 192, 193, 194 Speech Act. (1 hr each) F/S
 COMM 322 Media Law and Ethics (3) F/S
 COMM 358, 359 Advanced Journalism Act. (2 hrs each) F/S
 COMM 373 Advanced TV & Electronic Media Act. (3) F
 COMM 393, 394 Advanced Speech Act. (2 hrs each) F/S
 COMM 290, 390, 490 Selected Topics (3) F/S
 COMM 291, 292, 391, 392, 491, 492 Research F/S
 COMM 397, 398, 497, 498 Internship F/S

Faculty Contacts:

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 Dr. Curt Gilstrap (cgilstrap01@drury.edu)
 Dr. Rick Maxson (rmaxson@drury.edu)

Multimedia Production & Journalism Major

COMM 221 Multimedia Writing (3) S
 COMM 322 Media Law and Ethics (3) F
 COMM 375 Principles of Multimedia Production II (3) S

Broadcast emphasis:

COMM 245 Studio Production (3) F/S
 COMM 373 Advanced TV & Electronic Media Activities (3) S

Journalism emphasis:

COMM 265 Photo Journalism (3) S
 COMM 369 Investigative Reporting (3) F

Multimedia Production & Journalism Electives (3 hrs)

Choose 3 hours from:

COMM 141, 142, 143, 144 Radio Activities (1 hr each) F/S
 COMM 171, 172, 173, 174 TV Activities (1 hr each) F
 COMM 181, 182, 183, 184 Journalism Activities (1 hr each) F/S
 COMM 332 Intercultural Communication (3)
 COMM 342 Interpersonal Communication (3) S
 COMM 353 Mass Media & Society (3) S
 COMM 387 Organizational Communication (3) F
 COMM 442 Rhetorical Criticism (3) S
 COMM 358, 359 Advanced Journalism Act. (2 hrs each) F/S
 COMM 290, 390, 490 Selected Topics (3) F/S
 COMM 291, 292, 391, 392, 491, 492 Research F/S
 COMM 397, 398, 497, 498 Internship F/S
 ENGL 253 Grammar & Style
 ENGL 354 Writing for Stage & Screen

Faculty Contacts:

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 Dr. Jonathan Groves (jgroves@drury.edu)
 Greg Booker (gbooker@drury.edu)

Making the Most of Your Major

Students pursuing a major in the Department of Communication will experience challenging and rewarding coursework, but the learning doesn't stop with readings, assignments, and projects. Use the following information to maximize your Drury experience and enhance your competitiveness when entering your professional career or graduate studies.

Day School Enrollment & Advising

It is important that students take all courses related to their major from faculty teaching in the traditional day school. Additionally, students are expected to meet with their faculty advisors each semester to plan course enrollment, establish professional goals, and build a competitive resume. All department majors are required to develop a professional portfolio in Senior Seminar. Work with your faculty advisor to identify pieces that should appear in your portfolio.

Earn Elective Credits in Various Disciplines

Take advantage of your decision to earn a degree from a liberal arts institution. Select elective credit from disciplines across campus to deepen your knowledge of particular topics and broaden the range of your written communication and creative abilities. Students completing a major in the Department of Communication are encouraged to supplement their degree requirements with courses in business, English/writing, psychology, sociology, political science, visual communication, and web development.

Complete an Internship

Entry-level jobs in communication fields are highly competitive. Most employers expect to see internship experience on a resume. Work with your academic advisor and/or the Career Planning and Development staff to identify internship opportunities that will allow you to determine whether a particular career path is the right fit with your talents and interests. Work completed at an internship can be an excellent addition to your professional portfolio. The Career Planning and Development office has the paperwork you need to enroll in an internship for credit. All required paperwork must be completed prior to the start of the internship to be eligible for academic credit.

Establish a Professional Identity on LinkedIn (www.linkedin.com)

Create your free account and build connections with Drury faculty, alumni, and professionals across the globe.

Visit the Career Planning and Development Office

Located in Bay Hall 148, the Career Planning and Development office offers services and programs to help you throughout your college career. By scheduling a resume consultation during your Freshman year, you'll have the information you need to develop the content of your resume over the next few years. The staff maintains an internship and job database, conducts mock interviews, critiques cover letters, and helps connect students with Drury alumni across the nation.

Participate in Student Activities and Professional Organizations

Ad Club & Ad Team	Ron Schie	rschie@drury.edu
DC Networks	Regina Waters	rwaters@drury.edu
DUTV	Brian Shipman	bshipman@drury.edu
KDRU radio	Jonathan Groves	jgroves@drury.edu
<i>The Mirror</i>	Cristina Gilstrap	cgilstrap@drury.edu

Additionally, consider submitting a paper to an academic conference.

Advisor Comments: