

BACHELOR OF ARTS IN COMMUNICATION

The Department of Strategic Communications offers a Bachelor of Arts in Communication with a concentration in Strategic Organizational Communication and Social Media.

Strategic Organizational Communication

Do you want to master your one-on-one communication with others and apply that valuable skill to an organizational setting? If you do, then the Strategic Organizational Concentration is the right choice for your communication and career needs. In this area students choose two of three certificates in professional communication, interpersonal networking and sports communication.

With the professional communication certificate, you'll learn presentational speaking skills while utilizing various technologies; gain experience engaging in employee, performance, and persuasive interviews; and learn the strategies and skills necessary for organizational mediation and arbitration.

With the interpersonal networking certificate, you'll enhance your face-to-face and mediated communication skills in various relationships; explore the issues of gender and communication in a variety of contexts; and learn how to manage your image or personal brand.

With the sports communication certificate, you'll evaluate sports information campaigns; learn the relationship between sports and communication; and you may either learn the legal and ethical considerations for sports media practitioners, the techniques of sports reporting, or the ethical components of journalism and sports information distribution.

Social Media

Do you have a fascination with developing content and utilizing various social media platforms to their fullest? If so, then the Social Media concentration will help you attain your future career goals. The Social Media concentration consists of two certificates: one in content creation and the other in social media management.

In the content creation certificate, you'll learn how to construct websites; explore the principles of media image management and repair; and learn how to use photographs and video to convey messages.

For the social media management certificate, you'll learn how to manage personal and professional social media messages; how to evaluate client-based projects; and delve into future social media forms, and their issues of authorship, community, identity, interactivity, and visually.

COURSE	TITLE	S.H.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
GE: Mathematics Course	*Any approved GE: Math, MATH 2623/2623C recommended	3
Arts and Humanities (6 s.h.)		
GE: Arts and Humanities		3
GE: Arts and Humanities		3

Natural Sciences (7 s.h.)		
GE: Natural Science		3
GE: Natural Science with Lab		4
Social Science (6 s.h.)		
CMST 2610	Intercultural Communication *required for major	3
MCOM 1595	Media Literacy and Culture *required for major	3
General Education Elective (9 s.h.)		
CMST 1545	Communication Foundations *1545 or 2620 is required for major	3
or CMST 2620	Science Communication	
GE: General Education Elective		3
GE: General Education Elective		3
Major Requirements		
CMST 1500	Exploring Communication	3
CMST 2600	Communication Theory	3
CMST 2655	Communication in Groups	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Quantitative Communication Research	3
CMST 3710	Qualitative Communication Research	3
CMST 3756	Interviewing	3
CMST 3790	Personal Brand Communication	3
CMST 4896	Communication Internship	3
or CMST 4859	Organizational Cultures	
Required Support Courses *MCOM 1595 is a support course and Gen Ed		
JOUR 2602	Media Writing	3
MCOM 3711	Social Media Content Creation	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3
Concentration Requirements		18
Senior Capstone		
CMST 4899	Senior Project	3
Free Electives *Hours will vary based on what is needed for 120 SH		25
Student must complete a minimum of 39 SH of Upper-Level Courses (3700-5800)		
Total Semester Hours		120-122

Social Media Concentration

COURSE	TITLE	S.H.
Social Media Concentration		
CMST 2630	Social Media Literacy	3
CMST 3740	Social Media Communication Strategy and Tactics	3
CMST 4850	Social Media Campaigns	3
CMST 4851	Communication Futures: Emerging Technologies and Trends	3
Communication Electives (Select 2 Courses)		6
CMST 3746	Presentational Speaking	
CMST 3750	Gender Communication	
CMST 3754	Argumentation and Advocacy	
CMST 3754C	CE Argumentation and Advocacy	
CMST 4855	Interpersonal Communication Relationships	
CMST 5810	Leadership, Diversity, and Belongingness in the Modern Workplace	
CMST 5852	Conflict Management and Negotiation	
CMST 5845	Communication for Instructors and Trainers	
CMST 5860	Persuasion and New Media	
Total Semester Hours		18

Strategic Organizational Communication Concentration

COURSE	TITLE	S.H.
Strategic Organizational Communication Concentration		
Select 6 Courses from the list below		18
CMST 3746	Presentational Speaking	
CMST 3750	Gender Communication	
CMST 3754	Argumentation and Advocacy	
CMST 4855	Interpersonal Communication Relationships	
CMST 5810	Leadership, Diversity, and Belongingness in the Modern Workplace	
CMST 5845	Communication for Instructors and Trainers	
CMST 5852	Conflict Management and Negotiation	
CMST 5860	Persuasion and New Media	
Total Semester Hours		18
Year 1		
Fall		
CMST 1500	Exploring Communication	3
CMST 1545	Communication Foundations	3
CMST 2655	Communication in Groups	3
ENGL 1550 or ENGL 1549	Writing 1 or Writing 1 with Support	3-4
YSU 1500 or YSU 1500S or HONR 1500	Success Seminar or Youngstown State University Success Seminar or Intro to Honors	1-2
GE: Arts and Humanities		3
Semester Hours		16-18
Spring		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2656	Interpersonal Communication	3
MCOM 1595	Media Literacy and Culture	3
ENGL 1551	Writing 2	3
Semester Hours		15
Year 2		
Fall		
CMST 2610	Intercultural Communication	3
JOUR 2602	Media Writing	3
MCOM 3711	Social Media Content Creation	3
GE: General Education Elective		3
Free Elective		3
Semester Hours		15
Spring		
CMST 3790	Personal Brand Communication	3
CMST 3740	Social Media Communication Strategy and Tactics	3
GE: Arts and Humanities		3
GE: Math		3
Free Elective		3
Semester Hours		15
Year 3		
Fall		
CMST 3700	Quantitative Communication Research	3
CMST 4850	Social Media Campaigns	3

ENGL 3743	Introduction to Public, Professional and Technical Writing	3
GE: General Education Elective		3
Free Elective		3
Semester Hours		15
Spring		
CMST 3710	Qualitative Communication Research	3
CMST 3756	Interviewing	3
Communication Elective		3
Free Elective		3
Free Elective		3
Semester Hours		15
Year 4		
Fall		
CMST 4851	Communication Futures: Emerging Technologies and Trends	3
CMST 4859 or CMST 4896	Organizational Cultures or Communication Internship	3
GE: Natural Science		3
Free Elective		3
Free Elective		3
Semester Hours		15
Spring		
CMST 4899	Senior Project	3
Communication Elective		3
GE: Natural Science with Lab		4
Free Elective		2
Free Elective		2-0
Semester Hours		14-12
Total Semester Hours		120

LEARNING OUTCOMES

Regardless of track, students graduating with a B.A. degree in communication will meet the following learning outcomes:

LO 1: Collect, analyze, and report qualitative and quantitative data, demonstrating information literacy, critical thinking, and problem solving.

LO 2: Effectively employ mediated communication technologies, including their features, functions and applications.

LO 3: Create professional, coherent and organized oral messages, which adapt to various purposes and audiences.

LO 4: Embrace individual and cultural differences, respect diverse perspectives, and create messages that accommodate differences to be prepared for multicultural workplaces.

LO 5: Apply communication theory and concepts for personal communication and professional career readiness.