

ABOUT THE MAJOR

Understanding effective communication is vital in today's world and in any career field. A communication major at the U offers the flexibility to personalize your education to meet your interests, passions, and professional and personal goals. Located in the largest media market between Denver and the West Coast, the Department of Communication at the U provides opportunities for you to refine your technical skills in our telecommunication studio, audio-visual production labs, and multimedia design labs. You can focus your studies on one of four emphasis areas: Communication Studies; Strategic Communication; Journalism; and Science, Health, Environmental, and Risk Communication. The Communication Studies emphasis covers the full breadth of the discipline; you will learn the key theories and methods that motivate effective communication. The Strategic Communication emphasis helps you develop technical skills applicable to public relations, advertising, marketing, event planning, and project management. The Journalism emphasis sharpens your skills in reporting, writing, and producing digital, broadcast, and print news for evolving audiences. Finally, the Science, Health, Environmental, and Risk Communication emphasis examines persuasive strategies and ethical issues related to those topic areas. Regardless of your emphasis, a major in communication will provide you with knowledge on ethical communication, persuasion, social influence, and social responsibility. Paired with improved skills in writing and speaking, you will be highly competitive in the job market.




LEARNING OUTCOMES

- Gain the skills you need to communicate effectively across written, oral, visual, digital, and mobile media.
- Understand the structure and reasoning of argumentation and learn to present arguments in written and spoken form.
- Recognize and ethically engage in issues of difference and identity (e.g. gender, race, ethnicity, nationality, sexuality, ability, and age).
- Explore the social, historical, legal, environmental, and economic contexts related to your area of study.

PLAN & PREPARE

At the U, we plan for our students to have an Exceptional Educational Experience identified by four broad categories we call the Learning Framework: Community, Knowledge & Skills, Transformation, and Impact. This major map will help you envision, explore, design, and plan your personalized Exceptional Educational Experience with the Learning Framework at the core. In addition to assisting you in planning your coursework and navigating the requirements of your major, this map will help you incorporate other kinds of experiences to expand your knowledge, support your development, and prepare you for the future you want.

GET STARTED TODAY

-  Schedule an appointment with an advisor: advising.utah.edu
-  Visit ugs.utah.edu
-  Learn more about the Learning Framework: ugs.utah.edu/learning-framework



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COMM

COMMUNICATIONS

COLLEGE OF HUMANITIES



Community



Knowledge & Skills



Transformation



Impact

"The University of Utah's excellent collection of professors helped me become career ready. Their real-world experience and lessons in the classroom made me confident in my education and helped me feel ready for my desired career."

*>> Megan Bowen B.S. Communication 2013
Executive Producer, Good Things Utah*

COMMUNICATION

Use this map to explore, envision, design, and plan your Exceptional Educational Experience.

GETTING STARTED

MAKING PROGRESS

FINISHING UP

WHERE CAN I GO AFTER GRADUATION?

COURSES

- Satisfy Gen Ed requirements by taking COMM courses related to public speaking, argumentation, media studies, and media/news writing
- Take the first year seminar course to explore the emphases and discover resources

- Begin taking upper-division courses to engage in more targeted concepts and skill development

- Meet with advisors to stay on track
- Use degree planning tools like My Degree Audit
- Take courses to gain skills that will be valuable for future internships

- Put your advanced skills into practice in a capstone course wherein you'll complete projects and portfolios
- Actively track your progress and meet with advisors as you approach graduation

COMMUNITY

- Connect with other students and learn in COMM communities: e.g. John R. Park Debate Society, Dialoguing Across Differences, PRSSA¹, and Student Media
- Develop relationships with mentors by actively participating in the classroom and attending office hours

- Pursue leadership opportunities and partake in community practices relevant to COMM:
 - Compete in debate competitions
 - Create PR campaigns
 - Publish compelling news articles

- Consider getting involved in student government, peer advising, the Humanities House, Bennion Community Service Center, and clubs/organizations

- Spearhead (or volunteer for) a project that benefits the broader community
- Deepen your community engagement by considering opportunities abroad, internships, and professional development such as CPDC² events/conferences

KNOWLEDGE AND SKILLS

- Explore the broad field of COMM through intro courses:
 - Health Communication
 - Environmental Communication
 - Public Relations
 - Media/News Writing
 - Human Communication Theory

- Take skill-, application-, and research-based courses in your area
- Gain practical experience by participating in internships and research projects

- Develop proficiencies by taking courses in web design, photography, video production, editing, public speaking, debate, and data analysis

- Demonstrate competencies in capstone courses required in your chosen area of study
- Finalize projects and portfolios to help illustrate your educational experience
- Highlight transferable skills acquired from internships

TRANSFORMATION

- Plan courses and extracurricular activities to meet your personal and professional goals
- Round out your education by taking Gen Ed courses in other disciplines
- Explore clubs and organizations at Weeks of Welcome

- Gain self-efficacy through leadership experiences, service, and practical application
- Plan campus events like a diversity forum or guest speaker panel

- Embark on a learning abroad experience relevant to your area of study
- Make a documentary
- Seek an internship at a public relations firm or news station

- Articulate the knowledge you gained through an internship, practicum, or senior capstone
- Develop your personal brand as you search for jobs and apply to grad school

IMPACT

- Step outside your comfort zone and experience communities different from your own:
 - Participate in an Alternative Fall/Spring Break
 - Take a CEL³ course during your first year

- Find your passion by trying COMM courses related to gender, race, social justice, public health, ethics, climate change, politics, and science communication

- Seek leadership opportunities in campus or non-profit organizations

- Publish a paper
- Present your work to a larger audience

CAREER

- Develop a professional identity by exploring your strengths
- Attend a career fair
- Find a campus job
- Meet with a Career Coach or advisor to get started early

- Take advantage of a variety of tools and resources:
 - Create a Handshake account and a LinkedIn profile
 - Visit the Career Studio to begin working on resumes, cover letters, and interview practice

- Conduct an informational interview with faculty, employers, or alumni
- Take career courses geared toward professional development

- Get ready to find a job or apply to grad school:
 - Polish your resume
 - Build confidence in articulating your skills
 - Seek letters of recommendation
 - Practice interview skills

- Advertising
 - Conflict Resolution
 - Consulting
 - Development/Fundraising
 - Editor
 - Education
 - Environmentalism
 - Event Management
 - Graphic Design
 - Government and Politics
 - Health Care
 - Human Resources
 - International Relations
 - Marketing
 - Non-Profit Organizations
 - Photography
 - Project Management
 - Public Health
 - Public Relations
 - Recruiting
 - Sales
 - Social Media
 - TV, Radio, Digital Journalism
- or
- Law School
 - MA/MS in Communication
 - MBA
 - MPA
 - MPP