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**Planning Sheet: COMMUNICATION STUDIES MAJOR**  
**Marketing Communication Concentration**  
 (Effective Fall 2008. This major consists of 12 courses)

**Communication Core Requirements:**

Term	Grade	Course #	AugCore	Title
_____	_____	COM 111	HUM	Public Speaking
_____	_____	COM 280	HUM	Introduction to Communication Studies
_____	_____	COM 351		Argumentation (Prereq: Passed CT assessment or GST 100, ENL 111 or 112 or HON 111, and COM 111, 112 or 115)
_____	_____	COM 352		Persuasion (Prereq: MPG 3 and COM 111, 112 or 115 or consent of instructor)
_____	_____	COM 354		Interpersonal Communication
_____	_____	COM 355		Small Group Communication
_____	_____	COM 490	KC	Communication Studies Keystone: Critical Conversations About Communication and Vocation (Prereq: COM 280 & COM 345 or consent of instructor)

Select and complete one (1) of the following courses:

- |       |       |         |   |
|-------|-------|---------|---|
| _____ | _____ | COM 321 | <input type="checkbox"/> Business and Professional Speaking (Prereq: COM 111, 112 or 115) |
| _____ | _____ | COM 329 | <input type="checkbox"/> Intercultural Communication                                      |

The following course is **required** for this concentration:

_____	_____	<b>MKT 252</b>	<b>Principles of Marketing</b>
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**Marketing Communication Concentration:** Select & complete three (3) courses chosen from the following electives.

- |       |       |         |  |
|-------|-------|---------|--|
| _____ | _____ | COM 120 | <input type="checkbox"/> Mass Media and Popular Culture  |
| _____ | _____ | COM 321 | <input type="checkbox"/> Business and Professional Speaking (Prereq: COM 111 or 115)   |
| _____ | _____ | COM 326 | <input type="checkbox"/> Building Working Relationships (Prereq: Jr. or Sr. standing & 1 from: BUS 242, MKT 252, PSY 105, SWK 260, or SOC 121)       |
| _____ | _____ | COM 329 | <input type="checkbox"/> Intercultural Communication   |
| _____ | _____ | COM 345 | <input type="checkbox"/> Organizational Communication  |
| _____ | _____ | COM 399 | AE <input type="checkbox"/> Internship   |
| _____ | _____ | COM 410 | <input type="checkbox"/> Self and the Organization   |
| _____ | _____ | COM 480 | <input type="checkbox"/> Public Relations/Promotional Communication  |
| _____ | _____ | MKT 352 | <input type="checkbox"/> Marketing Research & Analysis<br>(Prereq: MKT 252 and BUS 264 or 379 or consent of instructor)                              |
| _____ | _____ | MKT 355 | <input type="checkbox"/> Marketing Communications (Prereq: MKT 252)  |
| _____ | _____ | MKT 357 | <input type="checkbox"/> Advertising   |
| _____ | _____ | MKT 450 | <input type="checkbox"/> Marketing Management (Prereq: Passed CT assessment or GST 100, ENL 111, 112 or HON 111, MKT 252, MKT 352, & MKT 355 or 357) |
| _____ | _____ | POL 342 | <input type="checkbox"/> Mass Communication in Society (Prereq: Sophomore standing or above)   |
| _____ | _____ | _____   | <input type="checkbox"/> Other Approved Elective: _____  |

**Notes:**

- **Transfer students:** At least six major courses must be taken at Augsburg College.
- **Abbreviation Key:** ML = Modern Language; SC = Signature Curriculum; EM = Engaging Minneapolis; AE = Augsburg Experience; KC = Senior Keystone Course; NSM = Natural Science & Mathematics - no lab; NSM-L = Natural Science & Mathematics-with lab; SBS = Social & Behavioral Science; FA = Fine Arts; HUM = Humanities

**See back for information on graduation skills requirements**

## Planning Sheet: GRADUATION SKILLS REQUIREMENTS

These requirements were implemented for Fall 2008. Please talk with your faculty advisor for information.

**Graduation skills, including the Quantitative Reasoning requirements, are completed as follows.** Graduation skills in Critical Thinking, Writing, Speaking, and Quantitative Reasoning are required for graduation. Critical Thinking is embedded in all majors. Plans for completion of other graduation skills are determined by the major department. Consult your department chair or faculty advisor to select appropriate courses to meet the Quantitative Reasoning (QR) graduation skill. QR is satisfied by completing one (1) Quantitative Foundational course (QF) and one (1) Quantitative Application course (QA), or one (1) combined QFA course. The most current information on Graduation Skills can be found online at [www.augsburg.edu/catalog/](http://www.augsburg.edu/catalog/) and clicking on "Graduation Skills Catalog Supplement 2008 – 2010" near the bottom of the page.

**Transfer students must consult an advisor about potential adjustments to their course requirements to fulfill each graduation skill.**

Designated Major Course	GRADUATION SKILLS – Communication Studies		Completed
COM 351	<b>Writing Requirements</b> TWO (2) Writing courses		
ENL 220, 221, 223, 226, 227 or 228			
Embedded in major	<b>Speaking</b> One (1) Speaking course		
Designated Major Course	QUANTITATIVE REASONING		Completed
Select one: GST 200, MAT 145, MAT 146, or PHI 230	<b>Quantitative Foundations &amp; Applications</b> One (1) QFA course (Prereq: MPG3)	QFA course	
<b>– OR –</b>			
Select one: PSY 215, or MAT 129 or 163 or 173	<b>Quantitative Foundations and Quantitative Applications</b> One (1) QF course (Prereq: MPG 3) <b>and</b> one (1) QA course	QF course	
COM 352		QA course	

## Graduation Tally Checklist

These requirements were implemented in April 2003 and remain in effect until further notice.

Requirement	Progress Towards Completion	
<b>Cumulative Course Credits</b> <ul style="list-style-type: none"> <li>▪ Minimum number of course credits needed for graduation = <b>32</b></li> <li>▪ At least 8 credits completed at Augsburg.</li> <li>▪ 6 of last 8 credits completed in residence.</li> <li>▪ Second degree – minimum of 8 credits completed in residence.</li> </ul>	Transfer Credits Earned	
	+ Aug. Credits Earned	
	= Total Credits Earned	
	# Credits Needed	

<b>Grade Point Average (GPA)</b> <ul style="list-style-type: none"> <li>▪ Minimum 2.0 GPA required in major, minor, &amp; overall.</li> <li>▪ Some majors require higher GPA.</li> <li>▪ Latin Honors GPA requirements:                             <ul style="list-style-type: none"> <li>○ Summa cum laude: 3.9-4.0</li> <li>○ Magna cum laude: 3.80-3.89</li> <li>○ Cum laude: 3.60-3.79</li> </ul> </li> </ul>	Cumulative GPA	
	Major 1 GPA	
	Major 2 GPA	
	Minor GPA	

Other Limits	Minimum/Maximum	Your Total
<b>Overall maximum courses graded Pass/No Pass (P/N)</b> <ul style="list-style-type: none"> <li>▪ Grade of 2.0 or above required to Pass and earn credit for course.</li> <li>▪ Maximum of 2 of 6 credits P/N may be in major.</li> </ul>	Maximum of 6	
<b>Major Courses graded Pass/No Pass (P/N)</b>	Maximum of 2	
<b>Latin Honors courses graded Pass/No Pass (P/N)</b>	Maximum of 2	
<b>Latin Honors traditionally graded courses</b>	Minimum of 14	
<b>Internships</b>	Maximum of 4	
<b>Independent/Directed Studies</b>	Maximum of 2	

## Sample Four-Year Plan (B.A.)

This is a possible plan for the Bachelor of Arts in Communication Studies with a Marketing Communication concentration, though there are many configurations of courses. The major consists of twelve courses. Students are encouraged to consider their options regarding an additional major or minor(s), or pursue a study abroad opportunity. Internships are recommended.

### Freshman Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
COM 280	MKT 252
ENL 111	REL 100
LAF Course	LAF Course
LAF Course	LAF Course
AugSem	HPE 001

### Sophomore Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
COM 111	COM Elective
REL 200	LAF Course
Modern Language	Modern Language
LAF Course	LAF Course

### Junior Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
COM 321	COM 354
COM Elective	COM 355
Major/Minor or Elective	Major/Minor or Elective
Major/Minor or Elective	Major/Minor or Elective

### Senior Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
COM 351	COM 490
COM Elective	COM 352
Major/Minor or Elective	Major/Minor or Elective
Major/Minor or Elective	Major/Minor or Elective
HPE Skill	

#### Notes:

- The COM Electives are different for each individual emphasis.
- COM 329 may be substituted for COM 321.

## Communication Studies Department

The Communication Studies department is located in Foss Center. You may contact the following faculty for more information on communication major requirements, and also check out the website at: [www.augsburg.edu/speech](http://www.augsburg.edu/speech).

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## What can I do with a Communication major?

The following jobs are some of the positions that communication majors could pursue. Some may require professional or graduate school or certification.

For more information on possible careers with a communication major, please talk with your faculty advisor, and also the Center for Service, Work and Learning.

Advertising Account Executive  
Advertising Copy Writer  
Attorney  
Assistant Buyer  
Brand Manager  
Buyer  
Consultant  
Direct Mail Specialist  
Fundraiser  
Journalist  
Legislative Assistant  
Lobbyist  
Market Research Analyst  
Marketing Research Interviewer  
Media Buyer  
Merchandise Manager  
Public Relations Coordinator  
Recruiter  
Online Marketer  
Pharmaceutical Sales Representative  
Public Relations Specialist  
Purchasing Agent  
Real Estate Agent  
Sales Manager  
Sales Representative

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