### Planning Sheet: COMMUNICATION STUDIES MAJOR

**Marketing Communication Concentration**  
(Effective Fall 2011. This major consists of 12 courses)

#### Communication Core Requirements:

<table>
<thead>
<tr>
<th>Term</th>
<th>Grade</th>
<th>Course #</th>
<th>AugCore</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>COM 111</td>
<td>HUM</td>
<td>☐ Public Speaking</td>
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<tr>
<td>or</td>
<td></td>
<td>COM 112</td>
<td></td>
<td>☐ Contest Public Speaking</td>
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<td></td>
<td></td>
<td>COM 254</td>
<td></td>
<td>Interpersonal Communication</td>
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<td></td>
<td></td>
<td>COM 280</td>
<td>HUM</td>
<td>Introduction to Communication Studies</td>
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<td></td>
<td></td>
<td>COM 351</td>
<td></td>
<td>Argumentation (Prereq: Passed CT assessment or GST 100, ENL 111 or 112 or HON 111, and COM 111, 112 or 115)</td>
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<td></td>
<td></td>
<td>COM 352</td>
<td></td>
<td>Persuasion (Prereq: MPG 3 and COM 111, 112 or 115 or consent of instructor)</td>
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<td></td>
<td></td>
<td>COM 355</td>
<td></td>
<td>Small Group Communication</td>
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<td></td>
<td></td>
<td>COM 490</td>
<td>KC</td>
<td>Communication Studies Keystone: Critical Conversations About Communication and Vocation (Prereq: COM 254 &amp; COM 280 or consent of instructor)</td>
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</tbody>
</table>

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

- COM 321  ☐ Business and Professional Speaking (Prereq: COM 111, 112 or 115)
- COM 329  ☐ Intercultural Communication

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

- MKT 252  **Principles of Marketing**

### Marketing Communication Concentration: Select & complete three (3) courses chosen from the following electives.

- COM 120  ☐ Mass Media and Popular Culture
- COM 321  ☐ Business and Professional Speaking (Prereq: COM 111 or 115)
- COM 329  ☐ Intercultural Communication
- COM 356  ☐ Advanced Interpersonal Communication (Prereq: COM 254 or 354 or consent of instructor)
- COM 399  ☐ Internship
- COM 405  ☐ Nonverbal Communication
- COM 415  ☐ Advanced Critical Media Studies
- COM 480  ☐ Public Relations/Promotional Communication
- COM 495  ☐ Communication Topics: 
- MKT 352  ☐ Marketing Research & Analysis (Prereq: MKT 252 and BUS 264 or 379 or consent of instructor)
- MKT 355  ☐ Marketing Communications (Prereq: MKT 252)
- MKT 357  ☐ Advertising
- MKT 450  ☐ 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  ☐ Mass Communication in Society (Prereq: Sophomore standing or above)
- __________  ☐ 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 in the Augsburg College catalog at www.augsburg.edu/catalog/.

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

<table>
<thead>
<tr>
<th>Designated Major Course</th>
<th>GRADUATION SKILLS – Communication Studies</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 351</td>
<td>Writing Requirements</td>
<td></td>
</tr>
<tr>
<td>ENL 220, 221, 223, 226, 227 or 228</td>
<td>TWO (2) Writing courses</td>
<td></td>
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<tr>
<td>Embedded in major</td>
<td>Speaking</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One (1) Speaking course</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Designated Major Course</th>
<th>QUANTITATIVE REASONING</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select one: GST 200, MAT 145, MAT 146, or PHI 230</td>
<td>Quantitative Foundations &amp; Applications</td>
<td>QFA course</td>
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<tr>
<td></td>
<td>One (1) QFA course (Prereq: MPG3)</td>
<td></td>
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<td></td>
<td>– OR –</td>
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<tr>
<td></td>
<td>Select one: PSY 215, or MAT 129 or 163 or 173</td>
<td>Quantitative Foundations and Quantitative Applications</td>
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<tr>
<td></td>
<td>One (1) QF course (Prereq: MPG 3) and one (1) QA course</td>
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<tr>
<td></td>
<td>COM 352</td>
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</table>

Graduation Tally Checklist

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Progress Towards Completion</th>
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</thead>
<tbody>
<tr>
<td><strong>Cumulative Course Credits</strong></td>
<td></td>
</tr>
<tr>
<td>Minimum number of course credits needed for graduation = 32</td>
<td>Transfer Credits Earned</td>
</tr>
<tr>
<td>At least 8 credits completed at Augsburg.</td>
<td>+ Aug. Credits Earned</td>
</tr>
<tr>
<td>6 of last 8 credits completed in residence.</td>
<td>= Total Credits Earned</td>
</tr>
<tr>
<td>Second degree – minimum of 8 credits completed in residence.</td>
<td># Credits Needed</td>
</tr>
</tbody>
</table>

| **Grade Point Average (GPA)**                                              |                              |
| Minimum 2.0 GPA required in major, minor, & overall.                      | Cumulative GPA               |
| Some majors require higher GPA.                                            | Major 1 GPA                  |
| Latin Honors GPA requirements:                                             | Major 2 GPA                  |
| o Summa cum laude: 3.9-4.0                                                 | Minor GPA                    |
| o Magna cum laude: 3.80-3.89                                               |                              |
| o Cum laude: 3.60-3.79                                                     |                              |

| **Other Limits**                                                          | Minimum/Maximum | Your Total |
| Overall maximum courses graded Pass/No Pass (P/N)                         | Maximum of 6     |            |
| Grade of 2.0 or above required to Pass and earn credit for course.        |                  |            |
| Maximum of 2 of 6 credits P/N may be in major.                            |                  |            |
| Major Courses graded Pass/No Pass (P/N)                                   | Maximum of 2     |            |
| Latin Honors courses graded Pass/No Pass (P/N)                            | Maximum of 2     |            |
| Latin Honors traditionally graded courses                                 | Minimum of 14     |            |
| Internships                                                               | Maximum of 4      |            |
| Independent/Directed Studies                                              | 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
Fall Term (4)                   Spring (4)
COM 280                        MKT 252
ENL 111                        REL 100
LAF Course                     LAF Course
LAF Course                     LAF Course
AugSem                         HPE 001

Sophomore Year
Fall Term (4)                   Spring (4)
COM 111                        COM 254
REL 200                        LAF Course
Modern Language                Modern Language
LAF Course                     LAF Course

Junior Year
Fall Term (4)                   Spring (4)
COM 321                        COM 355
COM Elective                   COM Elective
Major/Minor or Elective        Major/Minor or Elective
Major/Minor or Elective        Major/Minor or Elective

Senior Year
Fall Term (4)                   Spring (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.

Deborah L. Redmond, Dept. Chair
Assistant Professor
Phone: 612-330-1722
Email: redmond@augsburg.edu

Kristen Chamberlain
Assistant Professor
Phone: 612-330-1258
Email: chamberk@augsburg.edu

Robert C. Groven
Associate Professor
Phone: 612-330-1547
Email: groven@augsburg.edu

Daniel S. Hanson
Assistant Professor
Phone: 612-330-1540
Email: hansond@augsburg.edu

David V. Lapakko
Associate Professor
Phone: 612-330-1721
Email: lapakko@augsburg.edu

Emanuelle Wessels
Assistant Professor
Email: wessels@augsburg.edu

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