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Planning Sheet: COMMUNICATION STUDIES MAJOR Marketing Communication Concentration

(Effective Fall 2011. This major consists of 12 courses)

Communication Core Requirements:

Term	Grade	Course #	AugCore	Title
_____	_____	COM 111	HUM	<input type="checkbox"/> Public Speaking
	or	COM 112		<input type="checkbox"/> Contest Public Speaking
_____	_____	COM 254		Interpersonal Communication
_____	_____	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 355		Small Group Communication
_____	_____	COM 490	KC	Communication Studies Keystone: Critical Conversations About Communication and Vocation (Prereq: COM 254 & COM 280 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:

_____	_____	MKT 252	Principles of Marketing
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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 329	<input type="checkbox"/> Intercultural Communication
_____	_____	COM 356	<input type="checkbox"/> Advanced Interpersonal Communication (Prereq: COM 254 or 354 or consent of instructor)
_____	_____	COM 399	AE <input type="checkbox"/> Internship
_____	_____	COM 405	<input type="checkbox"/> Nonverbal Communication
_____	_____	COM 415	<input type="checkbox"/> Advanced Critical Media Studies ()
_____	_____	COM 480	<input type="checkbox"/> Public Relations/Promotional Communication
_____	_____	COM 495	<input type="checkbox"/> Communication Topics: _____
_____	_____	MKT 352	<input type="checkbox"/> Marketing Research & Analysis (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 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.

Designated Major Course	GRADUATION SKILLS – Communication Studies		Completed
COM 351	Writing Requirements TWO (2) Writing courses		
ENL 220, 221, 223, 226, 227 or 228			
Embedded in major	Speaking One (1) Speaking course		
Designated Major Course	QUANTITATIVE REASONING		Completed
Select one: GST 200, MAT 145, MAT 146, or PHI 230	Quantitative Foundations & Applications One (1) QFA course (Prereq: MPG3)	QFA course	
– OR –			
Select one: PSY 215, or MAT 129 or 163 or 173	Quantitative Foundations and Quantitative Applications One (1) QF course (Prereq: MPG 3) and 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	
Cumulative Course Credits <ul style="list-style-type: none"> ▪ Minimum number of course credits needed for graduation = 32 ▪ At least 8 credits completed at Augsburg. ▪ 6 of last 8 credits completed in residence. ▪ Second degree – minimum of 8 credits completed in residence. 	Transfer Credits Earned	
	+ Aug. Credits Earned	
	= Total Credits Earned	
	# Credits Needed	

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

Other Limits	Minimum/Maximum	Your Total
Overall maximum courses graded Pass/No Pass (P/N) <ul style="list-style-type: none"> ▪ 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. 	Maximum of 6	
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

<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 254
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 355
COM Elective	COM Elective
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.

Deborah L. Redmond, Dept. Chair
Assistant Professor
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Emanuelle Wessels
Assistant Professor
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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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