Communication

2016-2017 Academic Year

School of Liberal Arts
Department of Communication

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This information was prepared by Tulane Academic Advising Center.
GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2016-2017

DEGREE: BACHELOR OF ARTS

MAJOR: COMMUNICATION

MINIMUM CUMULATIVE GRADE POINT AVERAGE: 2.0

MINIMUM MAJOR GRADE POINT AVERAGE: 2.0

TOTAL CREDITS: 120

<table>
<thead>
<tr>
<th>CORE CURRICULUM REQUIREMENTS</th>
<th>MAJOR REQUIREMENTS</th>
<th>30 CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area</strong></td>
<td><strong>To Be Selected From</strong></td>
<td><strong>Communication Required Courses</strong></td>
</tr>
<tr>
<td>First Year Writing</td>
<td>4 ENGL 1010 or Equivalent</td>
<td>COMM 2900 (must be taken before any of the core required courses)</td>
</tr>
<tr>
<td>TIDES – 1 course in fall semester</td>
<td>1-1.5</td>
<td>COMM 3140 or COMM 3240</td>
</tr>
<tr>
<td>Foreign Language – Competence at 2030-Level (1-4 courses depending on placement and language)</td>
<td>3-12</td>
<td>COMM 3150 or COMM 3250 or COMM 3350</td>
</tr>
<tr>
<td>Cultural Knowledge – Humanities/ Fine Arts</td>
<td>9</td>
<td>COMM 3160 or COMM 3260</td>
</tr>
<tr>
<td>Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cultural Knowledge – Social Science</td>
<td>9</td>
<td>Courses from departments designated Humanities and Fine Arts</td>
</tr>
<tr>
<td>3 courses from 2 different disciplines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>3-4</td>
<td>Math or PHIL 1210</td>
</tr>
<tr>
<td>Scientific Inquiry – 1 Lab Science</td>
<td>10-12</td>
<td>Courses from departments designated Science and Math</td>
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<tr>
<td>1 Science or Math</td>
<td></td>
<td></td>
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<tr>
<td>1 Science or Math</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing Intensive</td>
<td>4</td>
<td>Consult Major</td>
</tr>
<tr>
<td>Public Service – 1st Tier</td>
<td>1000-3000-Level</td>
<td></td>
</tr>
<tr>
<td>2nd Tier</td>
<td>3000-Level or above</td>
<td></td>
</tr>
<tr>
<td>Western Traditions</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
<tr>
<td>Outside Western Traditions Or Comparative Cultures Intl. Perspectives</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
<tr>
<td>Core Curriculum</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A minor is not available for communication.

- The Degree Plan and other information provided in this booklet serve only as advising tools. Newcomb-Tulane College advisors will help advise you on the core-curriculum, decide on a major, and consult on any academic success issues.
- Your major advisors will advise you on major requirements.
- Students with multiple majors will have more than one advisor and will need to consult with the appropriate advisor.
- Minors are not assigned an advisor, but a faculty member in the department is designated to advise minors.
- Become familiar with your major! By declaring early, you have access to a major advisor, you are able to enroll in “majors only” classes, and you are included in list serves that allow you to receive information about events, internships, and other opportunities.
- Pre-med and Pre-law students should also consult with one of the Pre-Professional advisors.

To complete the required 120 hours, you may choose to take additional courses:

1. In your major
2. Of interest to you
3. To satisfy another major (32 hours)
4. To satisfy another minor (16 hours)
What Can I Do with a Major in... Communication

GENERAL INFORMATION
• Gaining relevant experience through part-time and summer jobs, volunteering or internships will help you explore career options and also increase your marketability.
• Develop skills by obtaining a leadership role in student government or a school or community organization.
• Develop the ability to work well with others.
• Engage in networking to maximize your employment opportunities.
• Gain experience by participating on a debate team, serving as editor or reporter for a newspaper or competing in writing or oratory contests.
• A degree in Communication can serve as good preparation for graduate programs in economics, law, public administration, international affairs, management science or business.

SKILLS
• Ability to formulate clear persuasive messages
• Ability to understand ideas
• Ability to resolve conflicts
• Ability to design and present persuasive/analytical messages
• Ability to speak in public
• Critical evaluation of arguments
• Ability to use informational sources
• Critical understanding and creative thinking

CAREER AREAS

PUBLIC RELATIONS
• Research
• Writing and Editing
• Special Event Planning/Management
• Media Relations
• Risk and Crisis Communication
• Fund Raising
• Marketing

EMPLOYERS
• Public relations firms
• Advertising agencies
• Corporate public/community relations departments
• Trade associations
• Government agencies
• Colleges and universities
• Nonprofit organizations
• Labor unions
• Hospitals

PUBLISHING: BOOK, NEWSPAPER, MAGAZINE
• Editorial
• Sales/Marketing/Advertising
• Publicity
• Production

EMPLOYERS
• Publishers: magazines, books, newspapers, trade journals, technical publications, religious organizations, professional associations, online publishers

ADVERTISING
• Creative Services
• Research
• Account Management
• Print Production
• Marketing

EMPLOYERS
• Advertising agencies
• Corporate advertising departments
• Media (sales, research, marketing)
• Specialty advertising firms

RADIO
• News
• Sales
• Programming
• Production
• Promotion
• On-Air

EMPLOYERS
• National networks
• Local stations
• National public radio
• Independent syndications

If you think you might be interested in this major, but you are not absolutely sure, an exploratory advisor can help you explore major and career options, please go to:

If you are interested in information about Law Professions, please go to:

If you are interested in information about Health Professions, please go to:
What Can I Do with a Major in...
Communication

TELEVISION
- Programming
- Production
- News
- Advertising Sales

WRITING
- Technical Writing
- Editing
- News Releases
- Public/Community Relations
- Freelance
- Newsletter Writing

• Major networks
• Public television stations
• Local stations
• Government
• Large corporations

• Private corporations
• Technical publications
• Associations, journals and magazines
• Research facilities
• Colleges and universities
• Government

PROFESSIONAL ORGANIZATIONS
American Society of News Editors
www.asne.org
Association for Women in Communications, Inc.
www.womcom.org
Association of Internet Researchers
www.aoir.org
International Communication Association
www.icahdq.org
Investigative Reporters & Editors
www.ire.org
National Alliance for Media Arts & Culture
www.namac.org
Magazine Publishers of America
www.magazine.org
National Communication Association
www.natcom.org
National Newspapers Publishers Association
www.nnpa.org
Public Relations Society of America
www.prsa.org
Society for Cinema and Media Studies
www.cmstudies.org
Society of Professional Journalists
www.spj.org
American Communication Association
www.americancomm.org
American Association of Advertising Agencies
www.aaaa.org

RELATED WEBSITES & ASSOCIATIONS
Casting Net
www.castingnet.com
Corporation for Public Broadcasting
www.cpb.org
Entertainment Jobs
www.entrepreneurjobs.com
Gannett Newspapers
www.gannett.com
News Jobs
www.newsjobs.net
Peace Corps
www.peacecorps.gov
Teach for America
www.teachforamerica.org
USA Jobs
www.usajobs.gov
American School Directory
www.asd.com

For Jobs, internships, resume assistance, interviews, and self-assessments, please go to:

Tulane University is committed to your academic success and provide several services to assist.

HIRE TULANE GRADS.COM
Success.Tulane.edu
advising.TULANE.edu