

Communication

2017-2018
Academic Year



School of Liberal Arts Department of Communication

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GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2017-2018

DEGREE: **BACHELOR OF ARTS**

TOTAL CREDITS: 120

MAJOR: COMMUNICATION

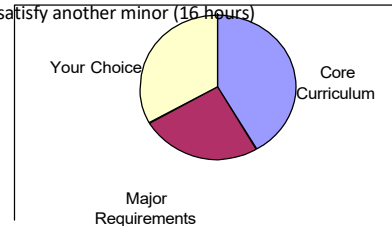
MINIMUM CUMULATIVE GRADE POINT AVERAGE: 2.0

MINIMUM MAJOR GRADE POINT AVERAGE: 2.0

CORE CURRICULUM REQUIREMENTS			MAJOR REQUIREMENTS	30 CREDITS
Area	Credits	To Be Selected From	Communication Required Courses	
First Year Writing	4	ENGL 1010 or Equivalent	COMM 2900 (must be taken before any of the core required courses)	
TIDES – 1 course in fall semester	1-1.5		COMM 3140 or COMM 3240 COMM 3150 or COMM 3250 or COMM 3350 COMM 3160 or COMM 3260	
Foreign Language – Competence at 2030-Level (1-4 courses depending on placement and language)	3-12	Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish	Communication Electives – 6 courses All electives are chosen in consultation with the major advisor. At least two electives must be taken at the 3000 level or above and at least two of which must be at the 4000 level or above.	
Cultural Knowledge – Humanities/ Fine Arts 1 Humanities 1 Fine Arts 1 Humanities or Fine Arts	9	Courses from departments designated Humanities and Fine Arts	Study Abroad: Europe, Latin America, Africa, Australia.	
Cultural Knowledge – Social Science 3 courses from 2 different disciplines	9	Courses from departments designated Social Science		
Quantitative Reasoning	3-4	Math or PHIL 1210		
Scientific Inquiry – 1 Lab Science 1 Science or Math 1 Science or Math	10-12	Courses from departments Designated Science and Math		
Writing Intensive	4	Consult Major		
Public Service – 1 st Tier 2 nd Tier		1000-3000-Level 3000-Level or above		
Western Traditions	3	Refer to Undergraduate Core Curriculum Guide		
Outside Western Traditions Or Comparative Cultures Intl. Perspectives	3	Refer to Undergraduate Core Curriculum Guide		

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)



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.

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

PUBLISHING: BOOK, NEWSPAPER, MAGAZINE

- Editorial
- Sales/Marketing/Advertising
- Publicity
- Production

ADVERTISING

- Creative Services
- Research
- Account Management
- Print Production
- Marketing

RADIO

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

EMPLOYERS

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

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

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

- 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

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

WRITING

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

- 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.entertainmentjobs.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.*