School of Liberal Arts
Department of Communication

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Web: Tulane.edu/liberal-arts/communication/
GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2017-2018

DEGREE: BACHELOR OF ARTS

MAJOR: COMMUNICATION

MINIMUM CUMULATIVE GRADE POINT AVERAGE: 2.0

MINIMUM MAJOR GRADE POINT AVERAGE: 2.0

TOTAL CREDITS: 120

**CORE CURRICULUM REQUIREMENTS**

<table>
<thead>
<tr>
<th>Area</th>
<th>Credits</th>
<th>To Be Selected From</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Writing</td>
<td>4</td>
<td>ENGL 1010 or Equivalent</td>
</tr>
<tr>
<td>TIDES</td>
<td>1-1.5</td>
<td></td>
</tr>
<tr>
<td>Foreign Language – Competence at 2030-Level</td>
<td>3-12</td>
<td>Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish</td>
</tr>
<tr>
<td>Cultural Knowledge – Humanities/ Fine Arts</td>
<td>9</td>
<td>Courses from departments designated Humanities and Fine Arts</td>
</tr>
<tr>
<td>Cultural Knowledge – Social Science</td>
<td>9</td>
<td>Courses from departments designated Social Science</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>3-4</td>
<td>Math or PHIL 1210</td>
</tr>
<tr>
<td>Scientific Inquiry –</td>
<td>10-12</td>
<td>Courses from departments Designated Science and Math</td>
</tr>
<tr>
<td>Public Service –</td>
<td>4</td>
<td>Consult Major</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</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
<tr>
<td>Cultures Intl. Perspectives</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A minor is not available for communication.

**MAJOR REQUIREMENTS**

<table>
<thead>
<tr>
<th>30 CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Required Courses</td>
</tr>
<tr>
<td>COMM 2900 (must be taken before any of the core required courses)</td>
</tr>
<tr>
<td>COMM 3140 or COMM 3240</td>
</tr>
<tr>
<td>COMM 3150 or COMM 3250 or COMM 3350</td>
</tr>
<tr>
<td>COMM 3160 or COMM 3260</td>
</tr>
</tbody>
</table>

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.

Study Abroad: Europe, Latin America, Africa, Australia.

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)

- 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.
## 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

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

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

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

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

#### EMLOYERS
- 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: Explore.Tulane.edu

If you are interested in information about Law Professions, please go to: LawProfessions.Tulane.edu

If you are interested in information about Health Professions, please go to: HealthProfessions.Tulane.edu
Tulane University is committed to your academic success and provide several services to assist.

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

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Success.Tulane.edu

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