



University of
Pittsburgh
Greensburg

Communication

undergraduate program

Communication

30 credits
Bachelor of Arts

The study of communication and rhetoric treats human communication as purposeful interaction between speakers and listeners. It takes into account the purpose of the message, the audience, the channels used, and the context in which the communication occurs. As a discipline, communication investigates a broad range of topics and incorporates knowledge acquired from other fields as well, including psychology, sociology, anthropology, and linguistics.

Employment:

- * Event Planning
- * Public Relations
- * Hospitality/Tourism
- * Advertising
- * Media/Broadcasting
- * Newspapers/Radio/TV
- * Political Campaigns
- * Advocacy and Nonprofits
- * Consulting
- * Social Media Management
- * Community Relations
- * Fundraising
- * Institutional Advancement
- * Graduate School
- * Customer Service
- * Sales Representatives
- * Entrepreneurship
- * Digital Journalism/Blogging



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Core Courses

COMMRC 0310
COMMRC 0320

2 courses - 6 credits

Rhetoric & Society
Mass Communication & Society

Methods Course

COMMRC 1030

1 course - 3 credits

Research Methods in Communication Studies

Area Courses

6 courses - 18 credits

Students choose 4 courses (12 credits) from either Rhetorical Studies or Media Studies as their primary area of emphasis and two courses (6 credits) from the other area as their secondary area of emphasis. *A partial list of available classes is provided below.*

Rhetorical Studies

COMMRC 0005
COMMRC 0500
COMMRC 1104
COMMRC 1111
COMMRC 1127
COMMRC 1129
COMMRC 1146
COMMRC 1153
COMMRC 1154
COMMRC 1155
COMMRC 1520
COMMRC 1915

Interviewing and Information Gathering
Argument
Political Communication
Theories of Persuasion
Image Restoration in the Media
Environmental Rhetoric
Intercultural Communication
Rhetoric and Public Policy
Rhetoric of Social Movements and Cyber Protest
History of Rhetoric in American Advertising
Advanced Public Speaking
Policy Practicum

Media Studies

COMMRC 0330
COMMRC 0570
COMMRC 1012
COMMRC 1020
COMMRC 1021
COMMRC 1022
COMMRC 1035
COMMRC 1040
COMMRC 1105
COMMRC 1152
COMMRC 1157
COMMRC 1180
COMMRC 1220
COMMRC 1310
COMMRC 1410

Cultural Studies and Communication
Independent Film
Digital Storytelling I
Digital Media Studies
The Studio: Video Productions
Digital Storytelling II
Visual Rhetoric
Communicating Gender in Film
Television and Society
Digital and Professional Communication
#Fake News: Journalism & Democracy
History and Rhetoric of Film Genres
Public Relations: Strategy & Practice
Advertising: Strategy & Practice
Film and Propaganda

Additional Requirements

COMMRC 1950

1 course - 3 credits

Communication Capstone (after earning 90 credits and completing COMMRC 1030)