

Persuasion SPCM Major
from the 2005-2006 Undergraduate Catalog

Bachelor of Science Degree in Speech Communication, College of Liberal Arts

SPEECH COMMUNICATION MAJOR

<i>University Core Curriculum Requirements</i>	41
<i>College of Liberal Arts Academic Requirements</i> (See Chapter 4)	8-11
Includes: one year of foreign language and two writing intensive courses chosen from those listed in the required curriculum specializations below.	
<i>Requirements for Major in Speech Communication</i>	42-45
Required Core Courses	9
Communication theory: 230	
Communication skills: 3 hours of public communication selected from 221, 325, 326 or 370; and 3 hours of interpersonal communication selected from 261, 262, 371 or 383.	
Required Curriculum Specialization (see below)	33-39

Persuasive Communication Specialization 33

For students interested in public and political discourse, argumentation, rhetoric, social influence and media; careers in law, politics, sales, corporate and public advocacy, and selected areas in business and mass media.

Required: 221, 325, 326, 401, 411; six hours selected from 310, 358 (Political Science 318), 382, 412, 421 (3,3), 451; and 12 hours selected from any other speech communication courses.