

# OUR PURPOSE

## Department of Communication

Communication majors learn how to become more effective communicators in their personal, professional and civic lives. In their courses, students use theory and research to create and examine messages and to examine how communication is used to construct meaning, personal identities, intimate relationships, workplace organizations, traditional and social media, U.S. and global cultures, and more.

- We teach advanced oral communication and teamwork skills.
- We study communication in selected professional contexts, such as health care and business.
- We prepare our students to communicate in culturally diverse relationships and contexts.
- We offer a minor in communication that can be completed online.
- We have outstanding undergraduate teaching and academic advising.
- We also offer an MA and PhD in communication.

Our main areas of research include organizational communication; interpersonal and relational communication; health communication; and media, culture, and performance.

# YOUR FUTURE

## MAJOR IN COMMUNICATION (45 credit hours)

The communication major offers students the best of both traditional liberal arts study and professional skills development. Specifically, students get the benefits of thinking broadly about communication processes, theory, and research while developing career readiness soft skills demanded by today's employers. Within the major, students take 18 required core credit hours (6 classes); 9 required credit hours area in distribution areas (3 classes) and 12 elective credit hours in department classes (4 classes). Students must also complete 6 required credit hours in the State Mathematics Pathway (2 classes).

## MINOR IN COMMUNICATION (15 credit hours)

The 15-hour minor in communication can now be completed fully online. Students are required to take the 6-hour required core (2 classes) and 9 department elective hours (3 classes).

## LOCATIONS & FORMATS OFFERED

- Tampa campus
- St. Petersburg campus
- Sarasota-Manatee campus
- Online
- Hybrid

## Core Courses

MAJOR CORE COURSES:

- SPC 2608 Public Speaking\*
- COM 2000 Introduction to Communication
- ORI 3004 Communication as Performance
- SPC 3301 Interpersonal Communication
- SPC 3544 Persuasion and Media
- COM 4958 Communication Senior Capstone

*\*Prerequisite for the communication major*

REQUIRED DISTRIBUTION AREA COURSES:

- Communication and Human Relationships
- Public Communication and Media
- Applied Communication

Students must take one course in each of the three distribution areas.



Success begins here.

GO BIG. GO BOLD.  
GO BULLS!

# START HERE

## OFFICE OF ADMISSIONS

4202 East Fowler Ave, CIS 100  
Tampa, FL 33620  
admissions@usf.edu  
Phone: (813) 974-4462



UNIVERSITY of  
**SOUTH FLORIDA**

## FOLLOW US:

Facebook: /USFComDept  
X: @USFComDept  
Instagram: @CASatUSF  
LinkedIn: /CASatUSF



USF.EDU/COMMUNICATION

DEPARTMENT OF

# COMMUNICATION

# EXPERIENCE

Experiential learning opportunities offer students hands-on, practical experiences that complement their academic studies. These opportunities allow students to apply theoretical knowledge to real-world scenarios, enhancing their skills and preparing them for their future careers.

- **Comprehensive Approach**  
We study human communication holistically using a combination of social science, humanities, and performance studies approaches.
- **Undergraduate Research**  
We are committed to undergraduate students developing research skills that more employers want.
- **Global Citizens**  
We teach courses that help prepare our students to become part of a global workforce and to earn USF's Global Citizen Award.
- **Job Readiness**  
We offer professional career development in our "Senior Capstone in Communication" and other courses.
- **Undergraduate Honors**  
We value undergraduate excellence and nominate our students who excel to become members of Lambda Pi Eta, the National Communication Association Honor Society.

## INTERESTING CLASSES & RESEARCH

Applied Communication, one of three department areas, focuses on the development of advanced communication skills and applying theory and research to communication in specialized contexts.

Courses include:

COM 3051	Analyzing Culture and Media
COM 3120	Organizational Communication
COM 3122	Interview Communication
COM 4022	Health Communication
COM 4124	Communication and Organizational Change
COM 4027	Intercultural Health Communication
COM 4152	Communication and Leadership
COM 4321	Applied Research Methods
ORI 4320	Writing for Performance
ORI 4461	Listening and Performance
SPC 3425	Group Communication
SPC 3602	Advanced Public Speaking
SPC 4714	Communication, Culture and Community
SPC 4800	Online Communication
SPC 4930	Conflict and Communication



## Impact the world.

Rise to the top of your profession! Knowing how to use communication skills effectively and developing deeper understandings of how communication processes work will help communication majors succeed in their chosen careers.

**"I have not only learned so much about communication in such a short amount of time, but the number of fields that it can be applied to is countless. I now enjoy going to class and completing my assignments. I never thought I'd say this, but school doesn't feel like a chore anymore."**

**GABRYELLE GUILLON**

Student, Department of Communication

## Career Opportunities

The BA in communication is a gateway degree opening doors to career paths in a variety of professions. Our majors develop top career readiness skills that employers want, including oral, written, and visual communication skills, collaboration and teamwork skills, and analytical thinking and problem-solving skills.

### Business Communication

- Sales
- Management/ Human Resources
- Public Relations
- Hospitality
- Real Estate
- Meeting and Event Planning
- Communications Director

### Education

- K-12 Teacher
- Education Administrator
- College Instructor/ Professor\*

### Health Communication

- Health Care Administrator
- Physician\*

### Media (Traditional)

- Broadcast announcer/ reporter

### Social and Digital Media

- Social Media Specialist/ Manager

### Law, Government and Politics

- Legislative Assistant
- Government Staff/ Administrator
- Elected Official/ Campaign Organizer
- Lawyer\*

### Not-for-Profits

- Community Organizer
- Fundraising

### Sports and Recreation

- \*Sports Management/ Marketing
- Recreation Coordinator

*\*Requires post graduate education*