



Bachelor of Arts
4-year program

sound like you?

- Be a news anchor •
- Write for a newspaper
- Be a sportscaster •
- Work in public relations
- Direct corporate communications • Plan and coordinate events
- Be a Web designer •
- Be a fundraiser

did you know?

Estimates indicate that 75 percent of a person's day is spent communicating in some way.

Communication at UT

Communication is one mind affecting another. If you've ever tried to use a computer program and failed because of poor instructions or tried – without succeeding – to “get through to” your parents, you have some understanding of why effective communication is critical. People who study communication try to help others understand our complex world.

UT has exceptional media facilities, independent study options and communication internships available to help students explore their interests. In addition, communication majors can gain “real-world” experiences through internships with various businesses such as radio and television stations, newspapers and advertising firms.

The Independent Collegian, UT's independent student-run newspaper, gives aspiring journalists a chance to put their skills to use. Students interested in radio can work for UT's radio station, WXUT. Those interested in television may work for U-Tube 31, the campus-wide television channel, or UTTV, the student-run news magazine program that airs to the community. Many professional groups such as the Public Relations Student Society of America and the Society of Professional Journalists add to the variety of options for students.

What to expect when you graduate

Explore exciting careers in broadcasting, journalism, media sales, communicator media technology and public relations. UT graduates find their education, understanding and skills in communication valuable in corporations, government, social service agencies and health-care organizations.

Check out all our majors online @ utoledo.edu/admission/majors.asp



COMMUNICATION

Arts and Sciences is an academically diverse college that offers 43 different majors and over 1,600 different courses each year from African-American History to Zen Philosophy. Its programs emphasize the critical thinking and communication skills necessary for every job in today's market.

College of Arts & Sciences

Group campus tours are available Monday through Friday at 10:30 a.m. or 2:30 p.m., and on Saturday at 11:15 a.m., year round, with the exception of national holidays. Individual admission appointments are available by request. Individualized college or department visits are also available weekdays at 1:15 p.m. by appointment.

utoledo.edu/admission/campusvisit
800.5TOLEDO

Sample Curriculum*

The following are the requirements for a communication major:

1. All communication majors must take the following courses:

COMM 2000 Mass Comm & Society	3
COMM 2400 Info Analysis & Synthesis	3
COMM 2600 Public Presentations	3
COMM 3870 Communication Theory	3
COMM 4910 Senior Portfolio	1

2. All communication majors must take a minimum of 8 hours and a maximum of 12 hours from the following courses (See adviser to choose area of emphasis):

COMM 2100 News Writing	4
COMM 2120 Reporting Methods	4
COMM 2150 Editing and Graphics	4
COMM 2210 Radio Production & Programming	4
COMM 2220 TV Studio Operation	4
COMM 2630 Visual Communication	4
COMM 2810 Oral Interpretation of Literature	3
COMM 2990 Independent Study**	1-4
COMM 3150 Feature Writing	4
COMM 3270 Radio TV News Writing	4
COMM 3280 Media Performance	3
COMM 3610 Speech and Publicity Writing for PR	3
COMM 3810 Group Communication	3
COMM 3830 Principles of Debate	4
COMM 3880 Professional Business Communication	3
COMM 4100 Television Journalism	4
COMM 4110 High School Pubs	3
COMM 4610 Public Relations Principles	3

3. All communication majors must take a minimum of 8 hours and a maximum of 12 hours from the following courses (See adviser to choose area of emphasis):

COMM 3180 Mass Communication Law	4
COMM 3290 Media Mgmt	3
COMM 3710 Public Relations	3
COMM 3820 Persuasion Theory	4
COMM 3840 Interpersonal Comm	4
COMM 3850 Research Methods in Human Communication	3
COMM 3890 Reducing Workplace Conflict	3
COMM 4090 Mass Communication Ethics	4
COMM 4220 Advanced Television Production	4
COMM 4250 Mass Comm History	4
COMM 4330 New Technologies	3
COMM 4640 Public Relations Case Studies	3
COMM 4810 Nonverbal Communication	3
COMM 4820 Family Communication	3
COMM 4830 Gender Culture and Communication	3
COMM 4900 Comm Seminar	3-4
COMM 4990 Independent Study **	1-4

4. All communication students are eligible to complete a minimum of 3 semester hours in professional experience areas. These classes include COMM 4930 Field Study, 1-3 hours, or COMM 4940 Internship, 1-3 hours.

*Sample curriculum is subject to change. Please consult the department for up-to-date information. For more detailed program requirements go to catalog.utoledo.edu.

**May not count toward the minimum requirement of 8 hours.

For more information about Communication, contact:

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