What is Communication Studies?
The program examines human communication using both humanistic and social scientific methods. Fields of study include speechmaking, rhetorical criticism, ethics, interpersonal, small group, organizational, intercultural, and electronic (broadcasting, cable, satellite, Internet) forms of communication. Students select courses from the Communication and Social Interaction Cluster and Communication and Culture Cluster.

What are the major requirements?
Go to www.catalogs.umn.edu/programs.html and select “undergraduate majors.”

How do I declare a Communication Studies major?
You will be required to declare a major by the time you have completed 60 credits.
1. Talk with someone from the department: an adviser, a professor, or a teaching assistant, to learn more about the major and its requirements.
2. When you decide upon a Communication Studies major, meet with the appropriate person from the department to complete a Major Program form.
3. Bring a copy of the form to your CLA student community.
4. If you decide to change your major, contact your student community to learn more about your new major’s declaration process.

What can I do with a major in Communication Studies?

Skills
Communication studies majors develop skills that are applicable to a wide variety of careers. These skills include:
• Verbal and written communication skills
• Ability to formulate clear and persuasive messages
• Listening, clarifying, questioning and responding skills
• Ability to work well with diverse groups

Employment
Common areas of employment for this major include but are not limited to:
• Government—public information, campaigns, research, speechwriting
• Media—writing, editing, public relations, management
• Arts and Entertainment—announcing, writing, managing, development
• Business—administration, marketing, human resources, sales, consulting, recruiting
• Public Relations and Advertising—corporate public affairs, lobbying
• Education—teaching, research, admissions, advising, student affairs, training
• Nonprofit—fundraising, programming, management
• Law—attorney, mediation and negotiation specialization, and legal research and education

For more information:
About the Communication Studies major:
Undergraduate Advising
278 Ford Hall
(612) 624-7036
http://www.comm.umn.edu/spchadv@umn.edu

About CLA requirements, graduation, and other information about majors:
CLA Communications and Media Student Community
B-16 Johnston Hall
(612) 624-1820
http://cam.class.umn.edu

or
CLA Martin Luther King, Jr. Program
19 Johnston Hall
(612) 625-2300
http://www.class.umn.edu/mlk/mlk@class.cla.umn.edu

About careers, internships, and community learning opportunities in this major and others:
Career and Community Learning Center
135 Johnston Hall
(612) 624-7577
www.cclc.umn.edu
cclc@class.cla.umn.edu

About graduation with honors:
CLA Honors Division
20 Nicholson
(612) 624-5522
www.cla.umn.edu/honors/honors@class.cla.umn.edu
Today’s workplace requires individuals with interpersonal skills, the ability to communicate effectively, an ability to solve problems, and adaptability. CLA graduates find that they are well-prepared in all these areas and that their education—especially when combined with experience gained through internships, volunteer positions, past jobs, and other collegiate involvement—makes them competitive.

The Career & Community Learning Center provides students with the tools to identify and pursue potential careers. An extensive resource room, career courses and workshops, and a helpful staff are just some of the ways we can help.

**Remember!**

You have not declared a major until you have:
- completed a Major Program form with your major adviser,
- filed a copy with the major department,
- and filed a copy with your CLA student community.

**Don’t forget: keep a copy for yourself!**