

## Communication Studies

### Why should I major in Communication Studies?

Communication Studies is a course of study that revolves around communications in today's modern and ever changing world. Students majoring in Communication Studies will learn about concepts and practices of human communication. Students will study public speaking, interpersonal communication, group communications, and intercultural communication. Students can receive a background in business, media studies, journalism, and graphic communication.



Combining oral communication and business, students can use the associate of arts degree to enter the fields of marketing, public relations, public presentations, and corporate training. Coursework will examine organizational and corporate communications. University transfer students will have no problem moving on to colleges and universities offering a four-year degree in this field.

### Why type of degree will I earn at Iowa Western if I enroll in this program?

Graduates of our two-year communication studies program earn an Associate of Arts (AA) degree.

### If I major in Communication Studies, can I transfer to a four-year college or university?

This program is designed to transfer to a four-year college or university. By earning your AA degree in communication studies, you can apply your credits to another institution in a variety of different areas.

### What is the job outlook for graduates of this program and what type of jobs will I be qualified for?

Entry level positions in this area can expect salaries in the \$24,000 range and up. Many positions are available as well as paid internships. Graduates with a bachelor's degree in this field can expect starting salaries from \$28,500 and up.

## Program of Study

Communication Studies majors will learn about concepts and practices of human communication. Courses focus on communication within business and organizations and among people with diverse cultural backgrounds. This program prepares students for a variety of avenues within a business environment, or for transfer to a four-year program in business or communications. Graduates of this program are awarded an Associate of Arts (A.A.) degree.

### RECOMMENDED COURSE SEQUENCE

<b>First Semester</b>		<b>Cr.</b>
ENG 105	Composition I	3
	Psychology Elective	3
SPC 112	*Public Speaking	3
SPC 122	*Interpersonal Communication	3
	A.A. Mathematics Requirement (MAT 121 - 227)	4
		16
<b>Second Semester</b>		<b>Cr.</b>
ENG 106	Composition II	3
SPC 120	*Intercultural Communications	3
	Sociology Elective	3
MGT 101	*Principles of Management <u>OR</u>	3
BUS 102	Introduction to Business	
MKT 110	Principles of Marketing	
	Lab Science Requirement	4
		16
<b>Third Semester</b>		<b>Cr.</b>
SPC 132	*Group Communication	3
BUS 121	*Business Communication	3
	Mathematics/Science Elective	3
HUM 287	Leadership Development Studies	3
	Humanities Elective	3
		15
<b>Fourth Semester</b>		<b>Cr.</b>
CSC 110	Introduction to Computers	3
SPC 140	*Oral Interpretation <u>OR</u>	3
SPC 160	*Voice and Diction	
PHI 142	Ethics in Business	3
	Social Science Elective	3
	General Elective	3
SPC 135	*Communication Studies CE	2
		17

\* Required courses for the program

<b>Recommended General Electives:</b>		<b>Cr.</b>
BCA 184	Comprehensive Web Page Design Software	3
BUS 154	E-business	3
ENG 111	Technical Writing	3
ENG 210	Advanced Critical Thinking in Writing	3
GRA 137	Digital Design	3
JOU 110	Introduction to Mass Media	3
JOU 115	Introduction to Journalism	3
MKT 110	Principles of Marketing	3

One elective must also satisfy the diversity requirement.

**64 semester hours required**

**For More Information,  
contact the Admissions Office:  
712.325.3277 or 800.432.5852, ext. 3277  
or the Program Chair at 712.325.3438  
[www.iwcc.edu](http://www.iwcc.edu)**