

# Communication Studies, B.A.

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## Degree Offered

- Bachelor of Arts

## Nature of the Program

The Department of Communication Studies offers a curriculum to meet the needs of liberal arts and pre-professional students oriented toward communication-related careers such as marketing, sales, recruiting, management, and market research, among many others. The undergraduate curriculum focuses on the application of theory and research in human communication to a variety of personal, social, and organizational settings. All majors complete COMM 491 or COMM 492, an internship or directed study, and COMM 403, the capstone course. These two courses allow students to integrate academic content with real-world experience. For more information about this program, please go to <http://communicationstudies.wvu.edu>.

Students who earn a degree in the Eberly College of Arts and Sciences must complete the University requirements, the College requirements for their specific degree program, and their major requirements.

## Minors

All students have the possibility of earning one or more minors; follow the link for a list of all available minors and their requirements (<http://catalog.wvu.edu/undergraduate/minors/>). Please note that students may not earn a minor in their major field.

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## FACULTY

### CHAIR

- Lindsay Morris-Neuberger - Ph.D. (Michigan State University)  
Health and Risk Communication, Campaigns

### PROFESSORS

- Elizabeth L. Cohen - Ph.D. (Georgia State University)  
Media Psychology, Entertainment Education, New Media, Health and Risk Communication
- Megan R. Dillow - Ph.D. (Pennsylvania State University)  
Interpersonal and Relational Communication, Health Communication, Communication Theory
- Alan K. Goodboy - Ph.D. (West Virginia University)  
Instructional, Interpersonal, Quantitative Methods
- Christine E. Kunkle - Ph.D. (University of Nebraska)  
Family, Life-span, Interpersonal
- Matthew M. Martin - Ph.D. (Kent State University)  
Instructional, Interpersonal, Communication Traits
- Lindsay Morris-Neuberger - Ph.D. (Michigan State University)  
Health and Risk Communication, Campaigns
- Scott A. Myers - Ph.D. (Kent State University)  
Instructional, Organizational

### ASSISTANT PROFESSORS

- Megan A. Vendemia - Ph.D. (Ohio State University)  
Communication Technology, Media Effects

### TEACHING ASSISTANT PROFESSORS

- John G. Cole - M.A. (West Virginia University)  
Instructional, Organizational, Computer Technology

### PROFESSORS EMERITA

- Melanie Booth-Butterfield - Ph.D. (University of Missouri)
- Joan Gorham - Ed.D. (Northern Illinois University)
- Virginia P. Richmond - Ph.D. (University of Nebraska)

## ASSOCIATE PROFESSORS EMERITA

- John Shibley - Ph.D. (Ohio State University)

## Admissions for 2026-2027

- First Time Freshmen are admitted directly to the major.
- Students transferring from another WVU major or from another institution with fewer than 24 credits and at least a 2.0 overall GPA are admitted directly to the major.
- Students transferring from another WVU major or from another institution with 24 credits or more and at least a 2.0 overall GPA must meet the following requirement prior to being admitted to the major: completion of one COMM course with a minimum grade of C-.

Major Code: 1474

[Click here to view the Suggested Plan of Study \(p. 3\)](#)

## General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Degree Requirements

Students must complete WVU General Education Foundations requirements, Eberly Edge Program requirements, major requirements, and electives to total a minimum of 120 hours.

## Departmental Requirements for the B.A. in Communication Studies

Completion of the major requires students to earn a minimum of 36 credit hours in Communication Studies courses. All students wishing to obtain a degree in Communication Studies must comply with the following:

- **Calculation of the GPA in the Major:** A minimum GPA of 2.0 is required in all courses applied to major requirements. If a course is repeated, all attempts will be included in the calculation of the GPA unless the course is eligible for a D/F repeat.
- **Writing and Communication Requirement:** The Communication Studies Bachelor of Arts is a **SpeakWrite Certified Program™**. SpeakWrite Certified programs incorporate and develop students' written, verbal, visual, and mediated communication skills across the curriculum.
- **Capstone Requirement:** The university requires the successful completion of a Capstone course: COMM 403.
- **Experiential Learning:** All students must complete a minimum of 3 credits internship (COMM 491 or COMM 492).

## Curriculum Requirements

Code	Title	Hours
	University Requirements	69
	Eberly Edge Requirements	15
	Communication Studies Major Requirements	36
	Total Hours	120

## University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	<b>Outstanding GEF Requirements 1, 2, 3, 4, 5, 6, 7 and 8</b>	<b>34</b>
COMM 191	First-Year Seminar	1
	General Electives	34
	Total Hours	69

## Eberly Edge Program Requirements

Code	Title	Hours
	EDG 1: Data and Society	3
	EDG 2: Effective and Civil Communication	3
	EDG 3: Ethics and Civil Responsibility	3
	EDG 4: Global and Regional Perspectives	3
	EDG 5: Practicing Arts & Sciences	3
	EDG 6: High Impact Experience (COMM 491 or COMM 492)	
	Total Hours	15

## Communication Studies Major Requirements

Code	Title	Hours
<b>CORE COURSES</b>		<b>9</b>
COMM 173	Fundamentals of Communication Studies	
COMM 201	Communication Research Methods	
COMM 203	Communication Theory	
<b>ELECTIVE COURSES</b>		<b>21</b>
Select 21 credit hours of COMM courses, with a minimum of 15 credit hours at the 300- or 400-level (excluding 490)		
<b>EXPERIENTIAL LEARNING:</b>		<b>3</b>
COMM 491 or COMM 492	Professional Field Experience * Directed Study	
<b>CAPSTONE:</b>		<b>3</b>
COMM 403	Capstone Seminar	
	Total Hours	36

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COMM 491 must be taken for a minimum of 3 credits.

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
COMM 191		1 ENGL 101 (GEF 1)	3
COMM 173		3 EDG 2 : Effective and Civil Communication	3
EDG 1: Data and Society		3 F5	3
F2B		4 F6	3

General Elective		4 F3		3
		15		15
<b>Second Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
COMM 203		3 COMM 201		3
EDG 3: Ethics and Civil Responsibility		3 ENGL 102 (GEF 1)		3
F4		3 EDG 4: Global and Regional Perspectives		3
F7		3 F8 Course 1*		3
General Elective		3 General Elective		3
		15		15
<b>Third Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
COMM Elective 1		3 COMM 491 or 492 (EDG 6)		3
ARSC 380 (EDG 5)		3 COMM Elective 2		3
F8 Course 2*		3 COMM Elective 3		3
F8 Course 3*		3 General Elective		3
General Elective		3 General Elective		3
		15		15
<b>Fourth Year</b>				
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>		<b>Hours</b>
COMM Elective 4		3 COMM 403 (Capstone)		3
COMM Elective 5		3 COMM Elective 6		3
General Elective		3 COMM Elective 7		3
General Elective		3 General Elective		3
General Elective		3 General Elective		3
		15		15

Total credit hours: 120

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Courses taken to satisfy the F8 requirement may overlap with major courses. Students who complete a minor, a second major or a dual degree already meet F8.

## Degree Progress

- By the end of the fourth semester in the major, students should have completed COMM 201 and COMM 203 with a minimum grade of C- in each.
- All majors must meet with a COMM adviser each semester.

Students who do not meet these expectations may be removed from their major.

## Major Learning Outcomes

### COMMUNICATION STUDIES

Upon successful completion of the B.A. degree, **Communication Studies** majors will be able to:

1. Identify and explain the primary communication theories, perspectives, principles, and concepts associated with the Communication Studies discipline.
2. Analyze and critique messages using communication theories, perspectives, principles, and concepts.
3. Interpret, design, and conduct original communication-based research.
4. Create and deliver effective communication messages across oral, written, and mediated channels appropriate to the audience, purpose, and context.