Learn more about the School of Communication Studies and its concentrations by visiting www.kent.edu/comm. The school is a part of the College of Communication and Information. Learn more about the college at www.kent.edu/cci.

Connect on social media: www.kent.edu/comm/social-media.

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Kent State University's School of Communication Studies is known for its academic excellence with students earning national recognition for academic and professional accomplishments. Choose from six undergraduate concentrations and start on your path to success today.

What is Communication Studies?
Just like its name implies, communication studies is the academic study of communication. Think of any human activity – planning a trip, listening to a debate, playing on a sports team – and you’ll find verbal and nonverbal communication is a part of it. Communication studies helps analyze, interpret, critique and improve communication.

Why Choose COMM?
It’s the perfect major for students with diverse interests and abilities as it provides tools and techniques that can be used in personal and professional lives. Employers consistently rank the ability to communicate as one of the top skills they seek when hiring new graduates. Earn a degree in communication studies and graduate with a skill set that will help you succeed in any career.

Undergraduate Majors and Minors

MINORS

The School of Communication Studies offers the six minors listed below, students can select one that best complements their major coursework. All minors are between 18-21 credits and require the course Introduction to Human Communication, which is a Kent State University core requirement. Simply fulfilling that Kent State core requirement puts students on their way to earning a communication studies minor.

Communication Studies
Interpersonal
Organizational
Public

Global
Health

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The applied concentration blends theory, research and practice. Students not only learn why certain messages are effective but how to develop messages for different audiences.

- Learn how the Internet, social media and other new media impacts communication
- Gain experience through a required practicum
- Develop skills applicable for communication specialist, consumer relations, campaign strategist, professional writing, public speaking and more

The global concentration gives students a global perspective and knowledge about business processes, inter-cultural communication practices, telecommunication structures and information management.

- Study a foreign language
- Develop skills applicable for foreign affairs, public relations, diplomacy, international business, global corporations and more
- Study technological developments that impact organization communication such as teleconferencing and telecommuting
- Develop skills applicable for non-profits, management, event planning, training, communication consulting and more

The health concentration studies and applies communication strategies to inform and influence individual and community decisions that enhance health.

- Study media uses and effects, freedom of speech, persuasion and social influence
- Learn how to work with others and to communicate their own messages clearly and receive clear information from others – important for success in the workplace
- Develop skills applicable for sales, human resources, counseling, advising, teaching and more

The interpersonal concentration studies how people exchange information, feelings and meaning verbally and non-verbally. This concentration focuses on communication in face-to-face settings and the role of the Internet, social media and mobile messaging.

- Study effective strategies for face-to-face and small group communication
- Understand and improve their own interpersonal communication skills
- Develop skills applicable for sales, human resources, marketing, counseling and more

The organizational concentration analyzes the role of communication in organizations such as businesses, non-profits, governmental entities, etc. The concentration offers a foundation in research and theory while providing practical skills such as creating effective memos, brochures and presentations.

- Study the role of new media – such as social media – in interpersonal communication
- Understand and improve their own interpersonal communication skills
- Study technological developments that impact organization communication such as teleconferencing and telecommuting
- Develop skills applicable for non-profits, management, event planning, training, communication consulting and more

The public concentration focuses on both theory and practice relating to public discourse and persuasive communication as well as the various tactics used by individuals, organizations and governments to influence the public.

- Study media uses and effects, freedom of speech, persuasion and social influence
- Learn the role of new media – such as social media – in interpersonal communication
- Understand and improve their own interpersonal communication skills
- Develop skills applicable for public speaking, corporate communications, media management, motivational speaking, political consulting and more

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