

Communication

Department Chair: Dr. Jamie Wirth, jamie.wirth@vcsu.edu, (701) 845-7734
 Faculty Contact: Dr. Jonna Reule, jonna.reule@vcsu.edu, (701) 845-7431
 Department Office: McFarland Hall 209, (701) 845-7310
 Schedule a Visit: <http://visit.vcsu.edu/>, (701) 845-7101 or (800) 532-8641, ext. 7101

Major

Corporate Cognate

This cognate in the Communication major explores organizational, intercultural, and interpersonal skills in marketing, training, and development. This major provides background for public relations, corporate training, organizational communication, and professional public speaking, as well as continued education in communication. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

Examples of projects you may complete with this major are the creation of training and public relations materials, group problem-solving, service learning projects along with development and implementation of marketing plans. Alumni from our program work in a variety of fields and positions. Students graduating with this major will be prepared for a variety of careers including: corporate trainer, executive recruiter, admission counselor, motivational speaker, marketing manager, communication consultant, corporate education developer, technical writer and researcher, special events coordinator and corporate spokesperson.

Digital Media Management Cognate

This cognate in the Communication major explores digital media formats and management while developing skills in public relations, social media management, communication theory and website design. Offering both face-to-face and online classes, this program can be completed exclusively online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market. Alumni from our program work in a variety of fields and positions. Students graduating with this major will be prepared for a variety of careers including: social media manager, public relations practitioner, advertising and marketing specialist, public affairs officer, director of media relations, multi-media writer, media sales representative, campaign director, professional blogger, and digital media manager.

Examples of projects you may complete with this major are digital public relations projects for clientele, creation of public relations materials for organizations, creation and management of a digital media campaign and web page development.

Journalism and Media Cognate

This cognate in the Communication major explores print, broadcast, and digital communication formats while developing skills in journalism, public relations, digital media, and media convergence. This program is offered both face-to-face and completely online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

Alumni from our program work in a variety of fields and positions. Students graduating with this major will be prepared for a variety of careers including:

newspaper reporter, public relations practitioner, advertising and marketing specialist, public affairs officer, director of media relations, multimedia writer, media sales representative, campaign director, research specialist or columnist.

Examples of projects you may complete with this major are analysis and application of concepts from movies or television programming, creation of public relations materials for organizations, beat reporting, web page development and creation of digital media.

Practical Experience

You will gain many skills throughout your time in this program including: public speaking confidence, interviewing skills, ability to write for a variety of media, tools for effective interpersonal communication, ability to communicate with people from a variety of cultures, and creating new technology including podcasts, web pages, video streaming, and other digital media.

During your junior or senior year, you will have the opportunity to practice your skills and gain hands-on experiences through an internship. Students have recently completed internships through areas such as television stations, radio stations, newspapers, marketing departments, public relation firms, realty offices and social media management departments.

"As a small university, VCSU focuses greatly on helping each individual student find the right internships that are relevant to their degrees and future plans. As a communication major, internships have given me real-world experience in the media and have better prepared me for the future." —Anna Weisenberger '14, Jamestown, N.D.

"VCSU's technology and experienced professors, along with the convenience of earning my degree 100 percent online, provided me with a "real world" education that I am able to put to use in my current job, while readying me for starting my own business down the road." —Heidi Bollinger, Jamestown, N.D.

Plan of Study - Corporate Cognate

First Year

Fall	Credits	Spring	Credits
CIS 170 (Gen Ed)	3	COMM 212	3
COMM 110 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
ENGL 110 (Gen Ed)	3	HPER 100 (Gen Ed)	2
Lab Science (Gen Ed)	4	Lab Science (Gen Ed)	4
UNIV 150	1	MATH 104 (Gen Ed)	3
		14	15

Second Year

Fall	Credits	Spring	Credits
Art and Music (Gen Ed)	3	Additional Humanities or Social Science (Gen Ed)	3
COMM 216	3	COMM 312	3
Literacies (Gen Ed)	3	Directed Elective	3
Elective (Consult Advisor)	3	Elective (Consult Advisor)	3



Social Science (Gen Ed)	3	Minor Course (Consult Advisor)	3
15		15	

Third Year

Fall	Credits	Spring	Credits
COMM 304	3	COMM 314	3
COMM 311	3	Directed Elective	3
Elective (Consult Advisor)	3	Elective (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
15		15	

Fourth Year

Fall	Credits	Spring	Credits
COMM 360	3	COMM 411	3
COMM 497	3	COMM 483	3
Elective (Consult Advisor)	3	COMM 491	1
Minor Course (Consult Advisor)	3	Directed Elective	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
		Social Science (Gen Ed)	3
15		16	

Total Credits 120

Plan of Study - Digital Media Management Cognate

First Year

Fall	Credits	Spring	Credits
CIS 170 (Gen Ed)	3	COMM 212	3
COMM 110 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
COMM 212	3	HPER 100 (Gen Ed)	2
ENGL 110 (Gen Ed)	3	Lab Science (Gen Ed)	4
UNIV 150	1	MATH 104 (Gen Ed)	3
13		15	

Second Year

Fall	Credits	Spring	Credits
COMM 200	3	COMM 312	3
Directed Elective	3	Directed Elective	3
Elective (Consult Advisor)	3	Elective (Consult Advisor)	3
Literacies (Gen Ed)	3	Minor Course (Consult Advisor)	3
Social Science (Gen Ed)	3	Social Science (Gen Ed)	3
15		15	

Third Year

Fall	Credits	Spring	Credits
Art and Music (Gen Ed)	3	COMM 314	3
COMM 360	3	Directed Elective	3
Lab Science (Gen Ed)	4	Elective (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
16		15	

Fourth Year

Fall	Credits	Spring	Credits
COMM 315	3	Additional Humanities or Social Science (Gen Ed)	3
COMM 497	3	COMM 411	3
Elective (Consult Advisor)	3	COMM 414	3
Minor Course (Consult Advisor)	3	COMM 491	1
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
15		13	

Total Credits 117

Plan of Study - Journalism Cognate

First Year

Fall	Credits	Spring	Credits
CIS 170 (Gen Ed)	3	COMM 212	3
COMM 110 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
ENGL 110 (Gen Ed)	3	HPER 100 (Gen Ed)	2
Lab Science (Gen Ed)	4	Lab Science (Gen Ed)	4
UNIV 150	1	MATH 104 (Gen Ed)	3
14		15	

Second Year

Fall	Credits	Spring	Credits
COMM 200	3	COMM 312	3
COMM 216	3	Directed Elective	3
Directed Elective	3	Elective (Consult Advisor)	3
Literacies (Gen Ed)	3	Minor Course (Consult Advisor)	3
Social Science (Gen Ed)	3	Social Science (Gen Ed)	3
15		15	

Third Year

Fall	Credits	Spring	Credits
Art and Music (Gen Ed)	3	COMM 414	3
COMM 311	3	COMM 415	3
COMM 360	3	Elective (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
Minor Course (Consult Advisor)	3	Minor Course (Consult Advisor)	3
15		15	

Fourth Year

Fall	Credits	Spring	Credits
COMM 497	3	Additional Humanities or Social Science (Gen Ed)	3
Elective (Consult Advisor)	3	COMM 411	3
Elective (Consult Advisor)	3	COMM 491	1
Minor Course (Consult Advisor)	3	Directed Elective	3
Minor Course (Consult Advisor)	3	Elective (Consult Advisor)	3
		Minor Course (Consult Advisor)	3
15		16	

Total Credits 120



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Please note: This plan is intended for general information only. Students are strongly encouraged to meet with their academic advisor each semester before registration.