

# Department of Communication Studies

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## Mission

The Department of Communication Studies (<https://www.apu.edu/comm/communication/>) develops creators, connectors, and change makers in a spiritually and intellectually transformative learning community rooted in Truth.

## Overview

The Department of Communication Studies offers degree programs at the traditional undergraduate, professional, and graduate levels.

At the traditional undergraduate level, the department offers three distinct Bachelor of Arts degrees: communication management, journalism, and public relations.

The communication management major (<http://catalog.apu.edu/academics/college-arts/communication-studies/communication-studies-ba/>) is an interdisciplinary, "next-level" degree program that trains students for promotion, management, and leadership. This degree program equips graduates with many skills needed for promotion and leadership in a variety of fields, such as business, health care, government, hospitality, and more. Communication management graduates are equipped in foundational theory and with expertise in conflict management, small-group decision-making and facilitation, understanding organizational cultures and functioning, relational communication, persuasion and social influence, intercultural communication, and much more.

The journalism major (<http://catalog.apu.edu/academics/college-arts/communication-studies/journalism-ba/>) offers an in-depth study of journalism, cultivating practical experience in writing, reporting, editing, and publication production and management. Two concentrations are offered: Media Studies, News and Storytelling, and Sports Journalism.

The public relations major (<http://catalog.apu.edu/academics/college-arts/communication-studies/public-relations-ba/>) offers an in-depth study of the principles and practices of effective public relations across corporate and not-for-profit organizations, including the entertainment and sports industries.

At the professional level, the department offers a bachelor's degree completion program in digital media and communication (<http://catalog.apu.edu/academics/college-arts/communication-studies/digital-media-communication-ba/>).

At the graduate level, the department offers a Master of Arts in Strategic Communication (<http://catalog.apu.edu/academics/college-arts/communication-studies/strategic-communication-ma/>).

The department also offers minors in communication management (<http://catalog.apu.edu/academics/college-arts/communication-studies/communication-studies-minor/>), journalism (<http://catalog.apu.edu/academics/college-arts/communication-studies/journalism-minor/>), and public relations (<http://catalog.apu.edu/academics/college-arts/communication-studies/public-relations-minor/>).

## GPA Requirement

Any student participating in Department of Communication Studies cocurricular activities, forensics, or media production must maintain a 2.5 cumulative grade-point average.