



Major & Concentration(s)

Communication Studies (BA)

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COMMUNICATION STUDIES

Communication Studies explores human communication as a means of connecting people, creating change, and working toward a just world.

Coursework covers the theoretical and applied, textual and experiential, topical and case study. The undergraduate program is a solid foundation for a variety of professional and entrepreneurial careers and also prepares students for graduate studies in communication and related fields.

Degree Outcomes

- Recent alumni hold roles in the following professional areas: public relations, event planning, marketing and sales, real estate, project management, insurance, fundraising and development, and advocacy.
- Graduates work for a wide variety of nonprofit and for-profit organizations, including the Center for Creative Leadership, VF Corporation, Our State magazine, and N.C. Democratic Party headquarters.
- Graduates are prepared for graduate study in communication and fields such as law, business, media studies, and education.

The Student Experience

- An engaged faculty that is up-to-date on research and believes strongly in the interdisciplinary nature of communication.
- A flexible curriculum that encourages elective hours to be taken in allied disciplines such as African American and African diaspora studies, anthropology, media studies, theatre, business, English, history, political science, philosophy, psychology, sociology, and women's and gender studies.
- Internship opportunities in public relations/marketing organizations; political campaigns and interest group activities; relational and family communication processes; nonprofit organizations; community centers; government; and television, radio, and print news offices.
- Community engagement and service learning opportunities are central to the program and emphasize the connection between communication, action, and academics.
- Opportunities for undergraduates to engage in research projects with faculty and to present at professional conferences.

Accolades & Accomplishments

- The UNCG Communication Studies Department is the inaugural National Communication Association Center for Communication, Community Collaboration, and Change.
- Our faculty have won numerous awards, including several best book and article awards from the National Communication Association and the Carolinas Communication Association, honors from N.C. Campus Compact, and multiple editorships for major publications.
- Students have won best paper awards at local, regional, and national

conferences.

Accreditations & Affiliations

- Carolinas Communication Association
- International Congress of Qualitative Inquiry
- National Communication Association
- Southern States Communication Association
- National Association of Communication Centers