Communication Studies: Rhetoric & Public Communication Option

Bachelor of Arts (BA)

The Rhetoric & Public Communication track within the Communication studies major prepares graduates for all things ADVOCACY. Whether majors hope to pursue careers in local, state, or national politics, non-profit administration and outreach, or seek advance degrees in law or the humanities, our students will gain all the skills needed to succeed in their chosen path by completing course work in the Communication Studies, Rhetoric & Public Communication major. Courses offered in the Rhetoric & Public Communication track provide students with the opportunity to develop and strengthen oral and written communication skills crucial to success in any advocacy setting. Classes like Communication & Publics, Modern Presidency, Argumentation & Debate, and Persuasion and Rhetorical Theory offer ample opportunities to develop the research, argumentation, intercultural competency, presentational speaking, and academic and speech writing necessary for all types of advocacy positions as well as post-graduate education. In addition, our frequent rotation of special topic courses allows students to develop a deeper understand of contemporary topics like conservative rhetoric, the role of emotional appeals in politics, and contemporary social movements.

In addition to providing students the tools to participate meaningfully in social and political life, the Rhetoric & Public Communication track only requires 34 classroom hours. This means that the Rhetoric & Public Communication track is the perfect double major for those students who want to increase their competitiveness on the job market or in graduate school applications. Majors also benefit from the department’s active membership in the National Communication Association and national honor societies.

Becoming Career Ready...
/ Faculty work closely with students in small-class settings in state-of-the-art facilities in Academic Hall.
/ Students are engaged throughout the communication studies curriculum to develop oral, written, visual communication, listening, management, marketing and leadership skills.
/ Communication Studies students are encouraged to become members of student organizations, COMMrades and Lambda Pi Eta, for service and networking opportunities or to try out for Southeast's award-winning debate team.

/100% of Southeast programs offer real-world experience. Communication Studies students earn this experience through an optional internship or practicum experience. Upperclassmen have opportunities to oversee public events while earning course credit.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills to jobs and opportunities in the field. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Transfer and Dual Credit Students
If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit

Internship & Employment Opportunities of Recent Graduates
- Our recent graduates have secured employment in a wide variety of settings, including
  - Caterpillar
  - Children’s Charity of St. Louis
  - Cintas
  - Enterprise Rent-A-Car
  - LDiscovery
  - Manitz Motivation Solutions
  - Missouri House of Representatives
  - National Communication Association
  - Roberts, Wooten, & Zimmer: Attorneys at Law
  - Timberland
  - Transportation Security Administration
  - U.S. Bancorp

- Recent majors have interned in various settings, including
  - Disney World
  - AT&T Mobility
  - Classic Contracting, LLC
  - Farmers Insurance Group
  - Fleishman-Hillard
  - Juvenile Diabetes Research Foundation
  - KRCU: A National Public Radio affiliate
  - National Baseball Hall of Fame
  - Office of Prosecuting Attorney (Cape Girardeau)
  - Panama Canal Authority
  - Patty Long Catering, Inc.
  - Republic Services, Inc.
  - Veteran’s Affairs Medical Center

Graduate Programs of Recent Graduates
Our majors have gained entrance to notable graduate programs and law schools, including
- Ball State University
- Clemson University
- DePaul University
- Duke University
- Indiana University
- Northwestern University
- Saint Louis University
- University of Arkansas
- University of Central Florida
- University of Illinois
- University of Mississippi
- University of Missouri
- Washington University

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore
the College of Humanities and Social Sciences online, visit
semo.edu/hss

For advising
Center for Academic Advising
semo.edu/advising
This is a guide based on the 2020-2021 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

### CURRICULUM CHECKLIST

**Communication Studies: Rhetoric & Public Communication Option** – 34 hour major – Minor required

**Required Courses:**
- SC 001 Exit Interview (0)
- SC 105 Fundamentals of Oral Communication (3)
- SC 155 Fundamentals of Interpersonal Communication (3)
- SC 200 Communication and Public (3)
- SC 306 Experiential Comm Projects (1-3)
- UI 425 Persuasion (3)

**Choose one course:**
- SC 314 Argumentation & Problem Solving (3)
- SC 320 Group Comm & Decision-Making (3)
- SC 491 Investigating Communication Studies (3)

**RHETORIC & PUBLIC COMMUNICATION OPTION**

Choose 9 hours:
- SC 310 Speechwriting (3)
- SC 314 Argumentation & Public Deliberation (3)
- SC 482 Special Problems in Communication (3)
- UI 320 Modern Presidency (3)
- UI 504 Leaders of Social Change (3)

Choose 6 hours from:
- SC 215 Intercultural Communication (3)
- SC 310 Speechwriting (3)*
- SC 314 Argumentation & Public Deliberation (3)
- SC 316 Gender Communication (3)*
- SC 360 Experiential Communications Projects (1-3)
- SC 420 Rock-n-Roll & Rebellion (3)**
- SC 482 Special Problems in Communication (3)*
- SC 496 Practicum in Communication Studies (3)
- UI 320 Modern Presidency (3)*
- UI 423 Political Communication (3)
- UI 504 Leaders of Social Change (3)*

*If not taken above
**If not taken in the core

**General Education Requirements** – some requirements may be fulfilled by coursework in major program
- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

### SAMPLE FOUR-YEAR PLAN

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<th>Course #</th>
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<tr>
<td>Fall Semester</td>
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<td>Spring Semester</td>
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<td>SC0100</td>
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<td>SC105/SC155</td>
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<td>SC155</td>
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**FIRST YEAR**

- SC360 | 1-3 | SC200/General Education | 3 |
- Comm Studies Elective | 3 | SC314/SC310 | 3 |
- General Education | 3 | Comm Studies Elective | 3 |
- General Education | 3 | Minor course | 3 |
- General Education | 3 | General Education | 3 |
- Elective | 1-3 |

**SECOND YEAR**

- Total | 13-15 | Total | 16-18 |

(consider taking a summer or intersession course)

**THIRD YEAR**

- SC420/SC491 | 3 | Comm Studies Elective | 3 |
- Comm Studies Elective | 3 | Minor Course | 3 |
- General Education | 3 | Elective | 3 |
- Elective | 3 | Elective | 3 |
- Total | 15 | Total | 15 |

**FOURTH YEAR**

- UI425 | 3 | SC 001 | 0 |
- Minor Course | 3 | Comm Studies Elective | 3 |
- Elective | 3 | Minor Course | 3 |
- Elective | 3 | Elective | 3 |
- Elective | 3 | Elective | 3 |
- Elective | 3 | Elective | 0-2 |

**Total** | 15 | Total | 12-14 |

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.