

BACHELOR OF ARTS WITH A MAJOR IN COMMUNICATION

The Communication program explores how people constitute and share meaning in an abstract world. A major in communication, two minors (communication and organizational communication), and a master's degree in communication management are offered.

The bachelor of arts in communication provides a rigorous introduction to the study of communication from both the social scientific and humanistic perspectives. Courses examine the theory behind interactions and relationships in many contexts, and often incorporate networking opportunities (<https://gwtoday.gwu.edu/%E2%80%98persuasion%E2%80%99-offers-gw-students-insight-and-avenue-careers-communication/>) with professionals in the field. Communication is a critical factor in any individual's or organization's success. As a field of study, students explore the theories behind and approaches to effective communication in a variety of contexts (intercultural, interpersonal, organizational, and public).

Communication graduates are well positioned to enter the workforce in a wide range of fields as well as to continue their educations. Recent graduates have worked in advocacy, consulting, marketing, public relations, social media, and strategic communications positions with companies such as Accenture, Clark Construction, Deloitte, Edelman, General Electric, Grubhub, Hilton, L'Oreal, Louis Vuitton, Mars, Marriott International, The Nature Conservancy, SKDKnickerbocker, Uber, Victoria's Secret, and Weber Shandwick. Many recent graduates have also worked in the media and technology sector for companies such as ABC News, ABC Television, The Atlantic, Discovery, Google, NBC News, The New York Times, Politico, Snapchat, Spotify, and truTV. A substantial number of Communication graduates continue their educations in graduate school, law school, and medical school.

Visit the program website (<https://orgsciandcomm.columbian.gwu.edu/ba-communication/>) for more information.

ADMISSIONS

For more information on the admission process, please visit the Office of Undergraduate Admissions website. Applications may be submitted via the Common Application.

Supporting documents not submitted online should be mailed to:

Office of Undergraduate Admissions
The George Washington University
800 21st Street NW, Suite 100
Washington DC 20052

Contact for questions:

gwadm@gwu.edu or 202-994-6040

REQUIREMENTS

The following requirements must be fulfilled:

The general requirements stated under Columbian College of Arts and Sciences, Undergraduate Programs (<http://bulletin.gwu.edu/arts-sciences/#degreeregulationstext>).

Program-specific curriculum:

| Code | Title | Credits |
|--|---------------------------------------|---------|
| Required (21 credits) | | |
| COMM 1025 | Introduction to Communication Studies | |
| COMM 1040 | Public Communication | |
| COMM 1041 | Interpersonal Communication | |
| COMM 2100 | Communication Theory | |
| COMM 3110 | Research Methods in Communication | |
| COMM 4150 | Persuasion | |
| COMM 4199W | Senior Seminar | |
| Electives (18 credits) | | |
| Six additional Communication (COMM) courses at the 2000 level or above. | | |
| Courses in related areas (15 credits) | | |
| 15 credits in upper-division courses in one other department, program, or field of study, as approved by the major advisor. This requirement may be fulfilled by completion of a second major, a minor, or a field of study other than organizational communication. | | |

GENERAL EDUCATION

In addition to the University General Education Requirement (<http://bulletin.gwu.edu/university-regulations/general-education/#text>), undergraduate students in Columbian College must complete a further, College-specific general education curriculum—Perspective, Analysis, Communication, or G-PAC (<http://bulletin.gwu.edu/arts-sciences/gpac/>). Together with the University General Education Requirement, G-PAC engages students in active intellectual inquiry across the liberal arts. Students achieve a set of learning outcomes that enhance their analytical skills, develop their communication competencies, and invite them to participate as responsible citizens who are attentive to issues of culture, diversity, and privilege.

G-PAC approved courses, Dean's Seminars, and Sophomore Colloquia that may be available for registration are listed on the

CCAS Advising website (<https://advising.columbian.gwu.edu/general-education-courses/>).

Coursework for the University General Education Requirement is distributed as follows:

- Writing—one approved course in university writing and two approved writing in the disciplines (WID) courses.
- Humanities—one approved course in the humanities that involves critical or creative thinking skills.
- Mathematics or Statistics—one approved course in either mathematics or statistics.
- Natural or Physical Science—one approved laboratory course that employs the process of scientific inquiry.
- Social Sciences—two approved courses in the social sciences.

Coursework for the Columbian College general education curriculum is distributed as follows:

- Arts—one approved course in the arts that involves the study or creation of artwork based on an understanding or interpretation of artistic traditions or knowledge of art in a contemporary context.
- Global or Cross-Cultural Perspective—one approved course that analyzes the ways in which institutions, practices, and problems transcend national and regional boundaries.
- Humanities—one approved course in the humanities that involves critical thinking skills (in addition to the one course in this category required by the University General Education Requirement).
- Local or Civic Engagement—one approved course that develops the values, ethics, disciplines, and commitment to pursue responsible public action.
- Natural or Physical Science—one approved laboratory course that employs the process of scientific inquiry (in addition to the one course in this category required by the University General Education Requirement).
- Oral Communication—one course in oral communication.

Certain courses are approved to fulfill the requirement in more than one of these categories.

Courses taken in fulfillment of G-PAC also may be counted toward majors or minors. Transfer courses taken prior to, but not after, admission to George Washington University may count toward the University General Education Requirement and G-PAC, if those transfer courses are equivalent to GW courses that have been approved by the University and the College.

SPECIAL HONORS

Students may graduate with Special Honors if they meet the following criteria:

1. Special Honors requirements stated under University Regulations;

2. Selection to Lambda Pi Eta, the National Communication Association Honor Society, which maintains a chapter in the GW Communication Program (i.e., open to majors who have completed a minimum of 24 hours in communication coursework, who hold a grade-point average of 3.3 in communication courses and a grade-point average of 3.0 overall, and who are recommended by a majority of the full-time communication faculty); and,
3. A minimum grade of A- on the thesis required in COMM 4199W Senior Seminar.