

# 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 how it all applies in the workplace. Courses 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).

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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, Booz Allen Hamilton, Clark Construction, Deloitte, Edelman, General Electric, Grubhub, Hilton, L'Oreal, Louis Vuitton, Mars, Marriott International, The Nature Conservancy, SKDKnickerbocker, Uber, and Weber Shandwick. In addition, recent graduates have 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 program graduates continue their educations in graduate school, law school, and medical school.

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

## ADMISSIONS

For information about the admission process, including deadlines, visit the Office of Undergraduate Admissions website (<https://undergraduate.admissions.gwu.edu/>). Applications can be submitted via the Common Application (<https://go.gwu.edu/commonapp/>).

Supporting documents not submitted online should be mailed to:

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

For questions visit [undergraduate.admissions.gwu.edu/contact-us](https://undergraduate.admissions.gwu.edu/contact-us) (<http://undergraduate.admissions.gwu.edu/contact-us/>).

## 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/#degreeregulationtext>).

Program-specific curriculum:

Code	Title	Credits
<b>Required</b>		
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 3170	Organizational Communication	
COMM 4150	Persuasion	
COMM 4199W	Senior Seminar	
<b>Electives</b>		
15 credits (5 courses) in Communication (COMM) courses taken at the 2000 level or above.		
<b>Courses in related areas</b>		

15 credits (5 courses) taken at the 3000 level or above in a single department, major, or area of study outside this program, as approved by the major advisor. This requirement may be fulfilled by completion of a second major or a minor program except for the minor in organizational communication.

## GENERAL EDUCATION

In addition to the University General Education Requirement (<http://bulletin.gwu.edu/university-regulations/general-education/>), undergraduate students in Columbian College must complete a further, College-specific general education curriculum—Perspective, Analysis, Communication (G-PAC) (<https://advising.columbian.gwu.edu/general-education-curriculum-gpac/>) as well as the course CCAS 1001 First-Year Experience. 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.

**Coursework (<http://bulletin.gwu.edu/university-regulations/general-education/#generaleducationtext>) for the University General Education Requirement is distributed as follows:**

- One course in critical thinking in the humanities.
- Two courses in critical thinking, quantitative reasoning, or scientific reasoning in the social sciences.
- One course that has an approved oral communication component.
- One course in quantitative reasoning (must be in mathematics or statistics).
- One course in scientific reasoning (must be in natural and/or physical laboratory sciences).
- UW 1020 (<https://bulletin.gwu.edu/search/?P=UW%201020>) University Writing (4 credits).
- After successful completion of UW 1020, 6 credits distributed over at least two writing in the discipline (WID) courses taken in separate semesters. WID courses are designated by a "W" appended to the course number.

**Coursework for the CCAS G-PAC requirement is distributed as follows:**

- Arts—one approved arts course 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.

- 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 additional 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).
- Humanities—one additional approved humanities course that involves critical thinking skills (in addition to the one course in this category required by the University General Education Requirement).
- CCAS 1001 First-Year Experience

**Certain courses are approved to fulfill GPAC requirements in more than one category.**

Courses taken in fulfillment of G-PAC requirements may also 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.

Lists of approved courses in the above categories are included on each undergraduate major's (<http://bulletin.gwu.edu/arts-sciences/#majorstext>) page in this Bulletin.

## 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 serving on the honors committee); and,
3. A minimum grade of A- on the thesis required in COMM 4199W Senior Seminar.