

Communication

Speech Communication is a supple program preparing you for a large number of careers. Students learn to be able to speak and write clearly and persuasively in various contexts and with diverse audiences, based on accurate evidence. Regardless of vocation, people need to be competent communicators who effectively influence others. Our democratic republic is based on the idea that individual citizens can and will express their opinions and perspectives in a manner that will change others spiritually, politically, and interpersonally.

Program Faculty

Dr. Doyle Srader

Prerequisites for the Major

- 1 year college-level proficiency in a modern spoken foreign language or a non-spoken language

Requirements of the Major

- Communication Theory
- Internship
- Pre-Capstone
- Senior Capstone
- Choose a Concentration:
 - Relational Communication
 - Public Speaking
 - Flexible



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Eugene, OR 97401

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Public Relations Concentration

Requirements of the Concentration

- Intercultural Communication
- Foundations of Public Relations
- Copy Writing for Media
- Communication & Conflict
- 6 Credits from the Following:
 - Advanced Public Speaking
 - Strategic Communication
 - International Public Relations
 - Competitive Speech and Debate
 - Methods of Public Relations Research
 - Mass Media Law and Ethics
 - Campaigns and Special Event Publicity
 - Argumentation and Debate
 - Listening Behavior
 - Crisis and Emergency Management Communication
 - Rhetorical Criticism
 - Persuasion
- 3 Credits from the Following:
 - Applied Statistics
 - Marketing
 - Marketing Research
 - Branding, Advertising and Promotion
 - Digital Marketing



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