

Persuasion Track in Communication Studies

Department of Communication

dayiannaki@ysu.edu (Administrative Assistant)

941-3631 (Department Office Phone)

<http://www.fpa.ysu.edu/communication/>

Description

This specialized track within the Communication Studies major is designed for the student who is interested in a career that involves a great deal of personal interaction and influence. Courses of instruction will deepen your understanding of argument, persuasion, and public speaking, and help you to improve your knowledge and skill in intercultural and computer mediated contexts.

Courses on the Persuasion Track include the core communication courses as well as intercultural communication, presentational speaking, interviewing, argumentation, persuasive discourse, computer-mediated communication (CMC), and new communication media. Classes in presentational speaking, argumentation, and persuasive discourse will develop your public speaking skills beyond the basic public speaking skills learned in CMST 1545. CMC and new communication media will prepare you for advancements in communication specifically related to the use of new media for persuasion.

In addition to learning how to present ideas effectively in person-to-person and mediated contexts, students also learn skills relevant to persuading people and developing arguments, which will prove to be essential in careers in sales, customer service / relations, marketing and / or advertising. In intercultural communication, students will learn how to effectively adapt to culturally diverse audiences when preparing and delivering persuasive messages.

This degree prepares students for several career paths (see below), but also leads students to advanced areas of study. For example, graduate study in communication will prepare you for a life of research and teaching in areas such as argumentation (and debate), persuasion, and public speaking. Students who choose this track are often prepared for a Master's in Business Communication (MBA). The MBA, coupled with a B.A. degree in communication studies with an emphasis on persuasion, is useful in many settings, especially the corporate setting. The persuasion track will prepare you for law school, or in public service as a politician. Other students may choose this track in preparation for divinity school which, in turn, can lead to a career as a religious leader. Additionally, students who earn a communication degree with an emphasis on persuasive skills are qualified for most sales and marketing positions.

Some Possible Careers

Speech Writer
Political Consultant
Political Debate Coach
Political Analyst
Fact Checker
Public Relations
Advertising
Lobbyist
Commentator
Consumer Advocate
Press Secretary
Book Publicist

Campaign Manager
Community Relations
Ministry
Legislator
Motivational Speaker
Account Representative
Communication Consultant
Forensics Coach
Fundraiser
Spokesperson
Lawyer
Business to Business Sales

Complementary Minors

- Political Science
- Journalism
- Marketing / Public Relations
- Advertising
- Psychology
- Criminal Justice

- Human Geography
- Nonprofit Leadership
- Social Institutions
- Public Administration
- Telecommunication
- Foreign Affairs

Checklist of Completed Courses
Bachelor of Arts in Communication Studies – Persuasion Track

General Education: All GERs to be chosen from the listing of certified GER courses (see the Gen. Ed. Website; courses in italics are **suggested** courses.)

▼ **Essential Skills (required):**

Course	Cat#	Hrs	Grd
Writing I	ENGL 1550***	3	
Writing II	ENGL 1551	3	
Comm. Found.	CMST 1545***	3	
Survey of Math	MATH 2623	3	

***To declare CMST major, students must have a B average in these three courses.

▼ **Natural Science: 2 Courses (1 must have a lab) . ❖**

Course	Cat#	Hrs	Grd

▼ **Art & Humanities 2 Courses. ❖**

Course	Cat#	Hrs	Grd
<i>Hist. Mo. Pic. OR</i>	<i>THTR 1590</i>	3	

▼ **Social Sciences: 2 Courses. ❖**

Course	Cat#	Hrs	Grd
<i>Survey Mass Com OR</i>	<i>TCOM 1595</i>	3	

▼ **Social and Personal Responsibility : 2 Courses.**

Course	Cat#	Hrs	Grd
Intercultural	CMST 2610	3	

▼ **GER Elective: 1 Course. ★**

Course	Cat#	Hrs	Grd

▼ **Minor (required)**

Minor Name: _____

Course	Cat#	Hrs	Grd

▼ **Foreign Language (required)**

Course	Cat#	Hrs	Grd
	1550	4	
	2600	4	

▼ **Electives (credit)**

Course	Cat#	Hrs	Grd

CMST MAJOR COURSES

▼ **CMST Core Courses (required)**

Course	Cat#	Hrs	Grd
Theory	2600***	3	
Group	2653	3	
Interpersonal	2656	3	
Organizational	2657	3	
Research	3799*	3	
Senior Project	4899*	3**	

* Prerequisites required for these courses
 ** May be repeated up to 6 s.h.

▼ **Persuasion Track**

Take all of the classes listed below to fulfill track requirements.

Course	Cat#	Hrs	Grd
<i>Intercultural</i>	<i>2610</i>	3	
<i>Presentational</i>	<i>2645*</i>	3	
<i>Argumentation</i>	<i>3754*</i>	3	
<i>Interviewing</i>	<i>3756*</i>	3	
<i>Persuasion</i>	<i>3760*</i>	3	
<i>CMC</i>	<i>4850*</i>	3	
<i>New Media</i>	<i>4851*</i>	3	

* Prerequisites required for these courses

Graduation Requirements

- Foreign Language
- 124 academic hours
- GER complete
- 48 hrs. 3700 & above
- 39 hours in Major (C or better)
- Minor