

Communication, Media, and Persuasion

Department website: <https://www.isu.edu/cmp/>

Programs

Program Description	Type	Degree		
Communication, B.A., Corporate Communication Emphasis, Advertising Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-corp-advertising/)	Degree	B.A.	Accelerated Communication, B.A. Corporate Communication Emphasis, Advertising Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-corp-advertising/)	Degree B.A./M.A.
Communication, B.A., Corporate Communication Emphasis, Leadership Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-corp-leadership/)	Degree	B.A.	Accelerated Communication, B.A. Corporate Communication Emphasis, Leadership Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-corp-leadership/)	Degree B.A./M.A.
Communication, B.A., Corporate Communication Emphasis, Public Relations Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-corp-public-relations/)	Degree	B.A.	Accelerated Communication, B.A. Corporate Communication Emphasis, Public Relations Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-corp-public-relations/)	Degree B.A./M.A.
Communication, B.A., Multiplatform Journalism Emphasis (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-multiplatform-journalism/)	Degree	B.A.	Accelerated Communication, B.A. Multiplatform Journalism Emphasis (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-multiplatform-journalism/)	Degree B.A./M.A.
Communication, B.A., Rhetoric, Media, and Social Change (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-rhetoric-media-and-social-change/)	Degree	B.A.	Accelerated Communication, B.A. Rhetoric, Media, and Social Change (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-rhetoric-media-and-social-change/)	Degree B.A./M.A.
Communication, B.A., Social Media & Digital Communication Emphasis (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-social-media-digital-communication/)	Degree	B.A.	Accelerated Communication, B.A. Social Media & Digital Communication Emphasis (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-social-media-digital-communication/)	Degree B.A./M.A.
Communication, B.A., Visual Communication Emphasis, Design Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-visual-design/)	Degree	B.A.	Accelerated Communication, B.A. Visual Communication Emphasis, Design Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-visual-design/)	Degree B.A./M.A.
Communication, B.A., Visual Communication Emphasis, Photo-Video Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/ba-communication-visual-photo/)	Degree	B.A.	Accelerated Communication, B.A. Visual Communication Emphasis, Photo-Video Track (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/accelerated-ba-communication-visual-photo/)	Degree B.A./M.A.

Communication, Minor (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/minor-communication/)	Minor
Journalism, Minor (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/minor-journalism/)	Minor
Public Relations/Advertising, Minor (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/minor-public-relations-advertising/)	Minor
Visual Media, Minor (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/minor-visual-media/)	Minor
Advocacy, Certificate (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/certificate-advocacy/)	Certificate
Conflict Management, Certificate (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/certificate-conflict-management/)	Certificate
Digital Graphic Design, Certificate (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/certificate-digital-graphic-design/)	Certificate
Social Media, Certificate (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/certificate-social-media/)	Certificate
Sports Media, Certificate (https://coursecat.isu.edu/undergraduate/humanities-education-social-science/school-of-humanities/communicationmediaandpersuasion/certificate-sports-media/)	Certificate

Department of Communication, Media, and Persuasion

The Department of Communication, Media, and Persuasion administers a Bachelor of Arts in Communication with emphases in Corporate Communication; Rhetoric, Media, and Social Change; Visual Communication; and Multi-Platform Journalism; as well as minors in Public Relations/Advertising, Visual Media, Journalism, Communication, and Advocacy.

The primary objectives related to the Bachelor of Arts program in Communication are to assist all students in developing the following:

1. The ability to engage in critical thinking.
2. The ability to communicate effectively in writing.

3. The ability to communicate effectively through oral presentation.
4. The ability to engage in effective applied problem-solving for personal and professional goals.
5. The ability to construct and evaluate strategic verbal and visual messages.
6. The ability to use effective information research strategies.
7. An understanding of the role of communication in interpersonal, group/team, corporate, political, cultural, mediated, and historical contexts.
8. Knowledge and skill useful to graduates' professional success.
9. Knowledge and skill applicable to graduates' personal lives.

Effective communication is vital to successful social interaction and depends upon an adequate breadth of knowledge. The Communication, Media, and Persuasion curriculum program offerings emphasize the importance of a strong liberal arts education as well as relevant technical skill development in preparing students for communication careers and for participation as members of a diverse global society.

Accelerated Program Admission and Criteria

Undergraduate students at ISU may start the MA in Communication program after completing 90 undergraduate credits. Up to 9 credits taken at the graduate level may be counted towards completion of the undergraduate degree. Students may apply up to 9 credits of classes taken at the 55xx level to count as 33xx/44xx equivalents towards their BA degree at ISU. Students may also take CMP 6601 to count toward an upper-division elective towards their BA degree. Interested students should contact the department directly and work closely with their department advisor to select the proper classes.

In addition to the admission requirements for the MA program, applicants to this program must have a 3.0 GPA or higher.

Communication, Media, and Persuasion Faculty (<https://coursecat.isu.edu/undergraduate/artsandletters/communicationmediaandpersuasion/faculty/>)

Communications, Media, and Persuasion Courses (<https://coursecat.isu.edu/undergraduate/allcourses/cmp/>)

Course Learning Outcomes (<https://coursecat.isu.edu/undergraduate/courselearningoutcomes/cmp/>)

Communication and Rhetorical Studies Courses (<https://coursecat.isu.edu/undergraduate/allcourses/comm/>)