



CAL POLY
Communication Studies
COLLEGE OF LIBERAL ARTS



Contact

T: 805-756-2553
Faculty Office Building 47,
Room 33
coms.calpoly.edu

COMMUNICATION STUDIES

The Communication Studies Department at Cal Poly offers a comprehensive curriculum focusing on the creation, circulation, and influence of messages in personal, professional, social, and civic settings. The department offers both a major and a minor. Students study human communication from a variety of perspectives. Within the major, required coursework builds a foundational knowledge about how, why, and with what effects people communicate. Students then can cater their learning to educational and career goals through the choice of a broad range of elective courses. Graduates of the program gain knowledge and skills to effectively engage in and change the world around them. Additionally, Learn by Doing is a central feature of the COMS experience with opportunities for students to develop application-focused projects in class, complete an internship, or participate in competitive debate.



Major and Minor

Communication Studies (B.A.)

The Bachelor of Arts in Communication Studies degree prepares students for careers in the various communication professions, as well as a wide variety of occupations that place a premium on excellent communication skills. In addition, many communication studies graduates go on to earn advanced degrees in disciplines such as communication, psychology, sociology and law. Students analyze communication messages, practices, and effects while reflecting on their own communication habits and developing a critical

framework for making ethical and inclusive communication choices. Students will learn more about digital communication, family communication, group communication, health communication, the influence of mass media, interpersonal communication, organizational communication, performance, political communication, rhetoric and more.

Minor

Communication Studies

Higher Education

- Teaching
- Research
- Administration
- Student affairs

Public Relations & Advertising

- Public relations
- Advertising
- Marketing
- Writing/editing
- Event coordination

Media

- Copywriting
- Publishing
- Producing
- Media sales
- Broadcasting

Nonprofit

- Management
- Grant writing
- Fundraising/development
- Volunteer coordination
- Program coordination

Government

- City management
- Campaigning
- Conflict negotiation
- Social services
- Legislative, executive or judicial services

Law

- Prosecution/defense
- Corporate
- Government
- Mediation

Business

- Sales/customer service
- Management
- Human resources
- Corporate communication
- Training and development
- Law assistance

Other

- Insurance
- Real estate

Where can this major take me?

