

# SCHOOL OF COMMUNICATION

## Mission

The School of Communication provides a student-centered, dynamic environment designed to elevate, empower, and engage students to become skilled, ethical citizens and professionals who can excel in diverse local and global communities.

## Vision

Our vision is to be a recognized leader in innovative teaching, leading-edge research/creative activity, and community-engagement initiatives. We will achieve this by supporting and attracting exceptional faculty and outstanding undergraduate and graduate students from within and outside the metropolitan area.

## Other information

For School of Communication majors, courses that have been applied toward general education requirements may also be applied to the major, minor, or second-field of concentration requirements, with the exception of the courses used to fulfill the general education oral communication requirement.

All students who take most sophomore-level or above (2000- or 3000-level) journalism and media communication courses (JMC), or junior-level or above (3000- or 4000-level) communication studies (CMST) courses, are required to have a cumulative grade-point average of at least 2.25. Any exceptions will be by written permission of the school. Students will receive a worksheet listing requirements to track their progress toward a degree.

Communication Studies students may not complete more than a total of three hours of credit for forensics activities (CMST 3150 and CMST 3160) or more than a total of six hours of credit for Internships and Independent Study. Exceptions to these limits can be made by the School of Communication director.

Journalism and Media Communication students may not complete more than a total of six hours of credit for Internships and Independent Study. Exceptions to these limits may be made by the School of Communication director.

Students may double major within the School of Communication by completing the requirements for both CMST and JMC programs. Some classes, such as JMC 4970 and CMST 4970 Internship Experience, may count toward both majors with advisor approval.

The Bachelor of Arts in Communication (BAC) degree includes a foreign language requirement (16 credit hours or high school equivalent), while the Bachelor of Science in Communication (BSC) degree includes a minimum of 15 hours in a second field of study (or a minor as specified by a department or school). A second field of study is defined as courses within a single department of the university or as courses that all relate to a single subject area or topic. The second field of study must include at least six hours of upper-level courses (3000- or 4000-level) except as specifically exempted in writing by a school advisor or the school director.

Students must earn at least a "C" in all courses required for the major, as well as in all foreign language courses required for the Bachelor of Arts in Communication and in all classes in the second field of study (or minor) required for the Bachelor of Science in Communication.

## Contact

The School of Communication office areas are located in Arts and Sciences Hall Room 140, Room 107, Room 108, and Room 105. Phone: 402.554.2600 or 402.554.2520.

Website (<http://communication.unomaha.edu/>)

## Degrees Offered

The School of Communication offers Bachelor of Arts and Bachelor of Science degree programs in the Communication Studies (course prefix is CMST) and Journalism and Media Communication (course prefix is JMC) programs.

- Communication Studies, Bachelor of Arts (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/communication-studies-ba/>)
- Communication Studies, Bachelor of Science (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/communication-studies-bs/>)
- Journalism and Media Communication, Bachelor of Arts (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-ba/>)
- Journalism and Media Communication, Bachelor of Science (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-bs/>)

## Communication Studies

The requirements for the Communication Studies program include 57 credits, plus 15 credits in a second field of study for a Bachelor of Science in Communication and 16 hours in a foreign language for a Bachelor of Arts in Communication. A total of 120 credits are required, including general education requirements and general electives.

## Journalism and Media Communication

The requirements for the Journalism and Media Communication program include 57 credits, plus 15 credits in a second field of study for a Bachelor of Science in Communication degree and 16 hours in a foreign language for a Bachelor of Arts in Communication degree. A total of 120 credits are required, including general education requirements and general electives.

Journalism and Media Communication students must select one of two concentrations: Emerging Media or Public Relations and Advertising.

## Minors Offered

- Communication Studies Minor (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/communication-studies-minor/>)
- Journalism and Media Communication Minor (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/journalism-media-communication-minor/>)
- Public Relations and Advertising (PR/Ad) Minor (<http://catalog.unomaha.edu/undergraduate/college-communication-fine-arts-media/school-communication/visual-communication-culture-minor/>)

## Communication Studies

Effective communication, whether written, spoken or non-verbal is essential for success in any career field and Communication Studies students develop and hone these critical skills. Besides strong verbal, nonverbal, and written communication skills, Communication Studies students also develop critical thinking skills including synthesizing information, building a cohesive argument, and analytical proficiency. Students may also apply their

classroom knowledge externally by completing internships with nationally and internationally recognized organizations, both profit and non-profit.

### **Possible careers include:**

- Corporate/Organizational Trainer & Facilitator
- Talent developer
- Mediator
- Project Manager
- Human Resources director
- Customer service industry
- Executive director-nonprofit & for profit
- Fundraising/Foundation Officer
- Event planner
- Property Manager
- Corporate Recruiter

## **Journalism and Media Communication**

Journalism and Media Communication provides a comprehensive education in emerging media and public relations and advertising. Coursework in media writing, media production principles, media theory, and communication research provide a strong foundation for any form of mediated communication career.

Beyond the classroom, students get hands-on experiences working in the field through internships; service learning projects; production of *The Omaha News* and *Consider This* - programs produced in the UNO Television studio; working both on-air and behind the scenes at MavRadio (<https://www.mavradio.fm/>) - UNO's student-run radio station; broadcasts of UNO athletic events held at Baxter Arena; and working directly with professional clients the PR and Advertising Capstone course. Regardless of the path a student chooses, the JMC major can lead to multiple career opportunities.

### **Possible careers include:**

- Content creator and influencer
- Strategic communication specialist
- Journalist or magazine writer or editor
- Social media marketer
- Corporate communication director
- Nonprofit or government communication director
- Sports media marketer or broadcaster
- Podcaster
- News broadcaster or producer
- Media researcher