



DISCOVER THE COMMUNICATION MAJOR AT KENNESAW STATE UNIVERSITY

COMMUNICATION MAJOR

The Kennesaw State University Communication major is currently home to more than 800 students who focus on one of three concentrations:

- Media Studies
- Organizational Communication
- Public Relations

Small to medium-sized classes, a caring and accessible faculty, and day and evening classes contribute to make Communication the fastest-growing major within the College of Humanities and Social Sciences. The Department houses the Robert D. Flower Chair in Communication, an endowed chair, which provides for a distinguished mass communication practitioner or scholar of national reputation to engage in teaching and interaction with students and the professional media community.

All Communication majors take courses in written and spoken communication, communication theory and research methods, and complete either an individual undergraduate thesis research paper/project or a capstone team project. Hands-on opportunities to develop career-focused skills are available through both coursework and internships. More Communication majors than any other major on campus participate in internships. Campus Communication organizations include KCA (the Kennesaw Communication Association), PRSSA (the Public Relations Student Society of America), and Lambda Pi Eta Honorary Society.

Our alumni have forged careers in public relations, journalism, media production and promotion, employee training and development, personnel recruitment, human resources, and management.

MEDIA STUDIES

The Media Studies concentration focuses on preparation for careers in the mass media. Coursework explores journalism, electronic media, and the emerging field of the Internet. In addition, the Media Studies concentration gives students a broader perspective on current media issues, ethics, and the enormous impact of the mass media on our culture and daily lives.

Required courses in the Media Studies concentration include News Reporting and Writing, Introduction to Mass Communication, and Contemporary Issues in Mass Media.

Elective courses include Advanced Media Writing, Visual Communication, Concepts in New Media, Uses and Effects of Mass Communication, Film and Video Structure and Process, and Media Management.

Real-World Skills

Hands-on training is available through coursework, internships, and KSU student media (including *The Sentinel* newspaper, *Talon* magazine, *Share Art & Literary Magazine*, and Owl Radio). Media Studies graduates typically choose careers in writing, production, media sales, research, or media management.

ORGANIZATIONAL COMMUNICATION

Organizational Communication professionals study the role of communication in increasing corporate productivity and employee satisfaction. Course offerings explore communication processes within organizations, including employee training and development, decision making, interviewing, and discussion methods. Organizational Communication students also study customer service, leadership, team building, supervising, and personnel development. KSU is the only Georgia institution offering an undergraduate concentration in Organizational Communication.

Real-World Skills

Organizational Communication students learn the skills they need to develop employee training programs, training manuals, and employee handbooks. Students also conduct communication audits at area companies to measure employee satisfaction with company communication practices. Students often intern in corporate human resources or training and development departments.

PUBLIC RELATIONS

Public Relations practitioners serve as advocates for their organizations, informing and persuading key publics about the goals, programs, products, and issues associated with their organizations, and working to maintain favorable public opinion of the organizations. The Public Relations concentration prepares students for careers in corporate, non-profit, and government public relations. Coursework emphasizes strategies and skills needed to inform and persuade an organization's publics, including the media, consumers, employees, shareholders, and community groups.

Real-World Skills

Public Relations students create news releases, fact sheets, brochures, and public service announcements for real organizations. In the capstone course, Public Relations Campaigns, students work in teams to develop a strategic Public Relations campaign for a community client. Other opportunities include interaction with Atlanta public relations professionals, site visits to Public Relations agencies, attendance at the Public Relations Society of America Collegiate Conference, and internships.

To start your future, contact:

The Kennesaw State University Department of Communication

1000 Chastain Road, #2207

Kennesaw, GA 30144-5591

Phone: (770) 423-6298

www.kennesaw.edu/communication

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