Communication

There is no greater tool in the world than successful communication in all forms—written, spoken and conceptual. The Ohio State University’s School of Communication provides students with the training and skills to harness the power of communication. The program emphasizes the power and influence of communication on society and equips students with practical and analytical skills and knowledge related to communication principles—how to understand audiences, shape messages and interact with individuals and technologies. The program aims to produce graduates who have a broad knowledge of contemporary communication challenges and who are equipped to apply their knowledge and understanding to a variety of practical situations.

Pursuing Communication at Ohio State
All freshman applicants are considered within a competitive admission process for the Columbus campus; find admissions criteria at go.osu.edu/admissions.

Upon admission to the university, students interested in majoring in communication are required to apply for admission to the major. (Find application information at comm.ohio-state.edu.) Prior to application, students must complete two pre-major courses, COMM 1100 and COMM 1101. A grade of C- or better is required in both courses to be considered for admission to the major. Honors students do not need to submit a major application, but are required to complete the pre-major courses.

The School of Communication will review applications to the communication major twice per academic year. Students can apply for admission to the major during autumn or spring semester. Each specialization is competitive; GPA cutoffs fluctuate with each applicant pool. The competitive admissions process is based on cumulative grade point average, pre-major course completion and enrollment capacity.

Communication Requirements
Students pursuing a communication major will complete a specialization within one of three areas of study: communication analysis and practice, new media and communication technology, or strategic communication. Each of the communication specializations is comprised of 34–35 credit hours of course work. Students in all three areas of study will take courses in persuasive communication and communication research methods which are critical foundations for careers in communication. Remaining courses in the major are chosen from those that define the various specializations, including electives which allow students to take course work to broaden their knowledge in communication issues.

Co-Curricular Opportunities
The School of Communication has a well-established internship program. Internships are critical components in a well-rounded academic study of communication. Students can gain academic credit and relevant work experience in different work settings with communication professionals. Students participate in internships with marketing and public relations agencies, television and radio stations, non-profit organizations, and communication departments within large organizations and health-related agencies.

Communication students can participate in five student organizations that are associated with the School of Communication and advised by its faculty.

The Society of Professional Journalists student chapter at Ohio State has existed for more than 100 years. The purpose of this organization is to be a forum for intellectual exchange about issues related to journalism and mass communication. Student chapters seek to foster relationships between professionals and future journalists.

The Public Relations Student Society of America meets biweekly to hold educational programs, visit local and regional public relations firms and media outlets, and provide opportunities for social interaction with students of like interests and career goals.

The PRactice is a PRSSA-accredited, student-run public relations firm that provides a professional environment for students to excel and learn skills pertaining to the public relations industry.

Kappa Tau Alpha is an honorary for students planning careers in journalism and mass communication. Kappa Tau Alpha supports and promotes the academic achievement of its members and sponsors two annual scholarships for journalism and communication students at Ohio State.

The Black Advertising & Strategic Communication Association is a partnership between students, faculty and professionals intended to develop and prepare students of color for careers in advertising, public relations and marketing.

For more information, check these websites:

Communication: comm.ohio-state.edu
College of Arts and Sciences: artsandsciences.osu.edu
Ohio State: osu.edu
Admissions: undergrad.osu.edu
Multicultural Center: multiculturalcenter.osu.edu
First Year Experience: fye.osu.edu
Honors & Scholars Programs

Honors students may choose advanced and challenging course work leading to graduation with Honors. The following courses have been designed explicitly for Honors students in the School of Communication:

- Comm 2367H, Persuasive Communication
- Comm 3160H, Communication Research Methods
- Comm 3404H, Media Law and Ethics
- Comm 4820H, Public Opinion and Communication
- Comm 3330H, Communication and Conflict Management
- Comm 4240H, Science Communication
- Comm 4999H, Thesis Research

The Media, Marketing and Communication Scholars program focuses on communication in our society and the critical role of technology in today’s world. Students can explore careers through internships with practicing professionals in fields such as news production, media management, advertising and public relations.

For more information, visit honors-scholars.osu.edu.

Career Prospects in Communication

Students in new media and communication technology are prepared for careers as managers of technology based communication campaigns, social media specialists, usability analysts, online content developers, and web and multimedia designers.

Graduates of strategic communication train for careers in business and management or as communication specialists in organizations. They can find employment as public relations specialists, communication campaign and information managers, and communication consultants.

Graduates from the communication analysis and practice area can direct their programs to prepare for careers as communication specialists for media, health and political organizations, as well as for market research positions and personnel management. This focus area can provide preparation for professional schooling in law, business, education or graduate programs in communication.

Revised August 2015. Information subject to change. For the most up-to-date information on the communications program, visit comm.ohio-state.edu.

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