Communication

Academic Year
2017-2018

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Undergraduate Student Handbook
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BACHELOR OF ARTS IN COMMUNICATION
In the rapidly changing, global, digital society in which we live, it is difficult to imagine anything more important than Communication. As citizens, leaders, consumers, family members, employees and employers, we are constantly called upon to be competent communicators as we attempt to foster collaborative and civil discourse, cope with conflict, manage our health-related communication, solicit and disseminate information relevant for decision-making, critically and openly listen to others’ opinions, and make clear and persuasive presentations of our own views. Our progress as a society and our success as individuals depends deeply on the quality of our communication with others.

Thus, a communication major helps equip you with the knowledge and tools so necessary for that progress and success in today’s world. This major not only prepares you for a range of jobs where communication is fundamental, but provides you with a foundation that will be essential for a changing world where many of tomorrow’s jobs may not yet exist. Through our major requirements and our four specialization options, you have the opportunity to address 21st century communication challenges in areas such as strategic communication, public relations, health communication, leadership, and relational and family communication. Our commitment as a faculty is to provide you with that preparation in a secure environment where you are free to explore your interests and gain a sense of confidence and competence in your chosen area of study.

We also want our majors to be actively engaged inside and outside the classroom. Within the Department, there are several student-operated organizations providing hands-on experience in a wide array of related activities. Among these are the student-run chapters of the Public Relations Society of America, the Association for Women in Communications, Lambda Pi Eta (the Communication Honor Society of the National Communication Association), and clubs related to argumentation and debate. Our internship program also provides incredible opportunities as a result of our ever-growing base of successful alumni and the positive reputation that our program enjoys with major corporations and non-profit organizations in the region.

We also pride ourselves on the accessibility of faculty. Although our major is large, most of our 300- and 400-level courses are small in size. Most of your teachers will know you by name. In our department, students are also given opportunities to interact directly with professors. Whether it is an hour of tutoring during office hours or a more structured research study, students and faculty are encouraged to learn and share outside the setting of the classroom.

Whether you are already a major or still exploring the possibility, I think you will find the Department of Communication a wonderful home during your time here at Rutgers. Welcome!

Sincerely

Craig R. Scott
Professor and Chair
THE DEPARTMENT OF COMMUNICATION

Communication is one of three majors offered at the School of Communication and Information (SC&I). The other two majors are Information Technology and Informatics (ITI) and Journalism and Media Studies (JMS).

The Department of Communication offers a 33-credit undergraduate major in Communication that prepares you to engage practically and intellectually with contemporary challenges. Our Communication (COM) major focuses on the nature, diversity and impact of communication as it relates to individuals, groups, and institutions within society. In business, government, civil society and personal relationships, we are continually called upon to be competent communicators. We are expected to foster collaborative and civil discourse, cope with conflict, elicit and share information, and make clear and persuasive presentations of ideas and concerns.

Our instructors seek to generate an appreciation for the centrality of communication in people’s lives. Students learn about analytic frameworks which can further their intellectual development, as well as provide them with guidelines for practical application.

The following are foci of our faculty research and scholarship in the Department of Communication:

- Communication and Technology
- Health Communication
- Interpersonal Communication
- Language and Social Interaction
- Organizational Communication

Undergraduate Program

The undergraduate major program provides students with a theoretical and practical tools-based education allowing for study in areas, such as the following:

- Strategic Public Communication and Public Relations
- Health Communication
- Language and Social Interaction
- Interpersonal and Family Communication
- Mediated Communication and Communication Technology
- Organizational Communication and Leadership
THE SCHOOL OF COMMUNICATION AND INFORMATION (SC&I)

SC&I was created in 1982 with the merger of the Graduate School of Library and Information Studies and the School of Communication Studies. At the core of the SC&I mission is the dynamic interaction among the three related and focused disciplines: Communication, Journalism & Media Studies, and Library & Information Science.

Its faculty includes recognized experts in the study of communication and information processes, organizations and technologies and how they shape and define relationships among individuals and societies. At the same time, SC&I is firmly committed to meeting the teaching and service needs of the University and the State with the most effective human-based and technologically advanced capabilities.

The teaching staff includes full-time tenure-track faculty (Assistant, Associate and Full Professors), full-time non-tenure track faculty (Instructors), part-time-lecturers (PTLs) who teach one or two courses in their professional specialty, and teaching assistants (TAs) who are doctoral students.

SC&I offers three undergraduate majors – Communication; Information Technology and Informatics; and Journalism & Media Studies – that can lead to a Bachelor of Arts degree.

SC&I offers two programs of graduate study: Master of Communication and Information Studies and Master of Information, while the Graduate School also offers a Ph.D. in Communication and Information Studies here at SC&I.

The School is committed to providing students with a strong base for fundamental and applied research in the field.
GETTING HELP IN THE DEPARTMENT OF COMMUNICATION

The Department of Communication strives to help students with their academic and professional pursuits. To that end, we provide a variety of advising options for our students. We ask that you read the following information prior to scheduling an appointment. This will help to ensure that your needs are met as quickly and appropriately as possible within Department policy.

When you have a question, follow these steps:
1. Check the Communication Department handbook for an answer (this document)
2. Check the SC&I website for an answer: http://comminfo.rutgers.edu

If you cannot find the answer to your question in these locations, do one of the following:
1. Send an email to comm@comminfo.rutgers.edu (A good rule of thumb for email requests: If your question takes more than two sentences to explain, you probably need to meet in person with an advisor.)
2. Call, email or meet with one of the Departmental Undergraduate Advisors listed below.

ADVISING

The Department of Communication provides a variety of student advising options, and strongly encourages all students to take advantage of these opportunities for a number of important reasons. First, planning your major is important as it helps you to create a sense of what you want to accomplish as a Communication major. Second, during advising sessions, you will learn about prerequisites, how to plan for future semesters, and you will get help in developing strategies to complete requirements on time. Third, there are many opportunities to participate in a variety of extra-curricular activities through the department, and the advisor can help direct you to the ones that suit you best.

Advising for the Communication major is available through the Office of Student Services. You may walk-in for advising, or make an appointment by phone or email. We seek to help you plan ahead in order to avoid last minute problems!

<table>
<thead>
<tr>
<th>Location</th>
<th>Phone Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of Student Services (CI – 214)</td>
<td>(848) 932-7550</td>
<td><a href="mailto:comm@comminfo.rutgers.edu">comm@comminfo.rutgers.edu</a></td>
</tr>
<tr>
<td>School of Communication and Information Rutgers University 4 Huntington Street New Brunswick NJ 08901-1071</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Departmental Undergraduate Advisors

Ms. Tieka Harris  
(848) 932-8737   
tieka.harris@rutgers.edu

Ms. Stephanie Jones  
(848) 932-8743   
stephanie.jones@rutgers.edu

The Office of Student Services does not advise students on core curriculum or general University requirements. Such advising must be obtained through one of the University Academic Advising Centers. SAS Advising Centers are located on each of the four campuses: Milledoler Hall on College Ave, Busch Campus Center, Douglass College Hall and Lucy Stone Hall on Livingston Campus. SEBS, MGS, and RBS students should consult their appropriate academic deans or advisors.
THE COMMUNICATION MAJOR LISTSERV

New Communication majors and all current majors are automatically subscribed to the department listserv – nb_communication_majors@rams.rutgers.edu

Majors cannot unsubscribe. The email address we use is the one you have established with Rutgers University, listed on the PeopleFind directory, at www.acs.rutgers.edu/directory. If you want to change it, simply go to the bottom of that page and change your directory information.

All postings are automatically scanned for viruses, and any questionable attachments are removed to further protect against viruses. The purpose of the listserv is to provide information to Communication majors about Course Offerings, Registration, Special Events, Internships, Jobs and Discussion with Peers.

Also note, students are responsible for checking their Rutgers e-mail for important announcements regarding the Communication major. All communication will be via the student’s official University account. Please do not base your planning and decisions on gossip and hearsay. Always check with the Program Director or the Office of Student Services if in doubt.

SPECIAL PERMISSION NUMBERS

Courses in the Department of Communication are extremely popular and often fill up within the first few days of pre-registration. For this reason, the Department has established a set of guidelines to help you navigate the special permission process.

Special permission numbers for closed courses are not available from your instructors. The SC&I Office of Student Services maintains the special permission numbers for undergraduate courses and will (1) verify students’ eligibility for enrollment in specific courses, and (2) verify students’ extenuating circumstances before assigning any special permission numbers.

Students who want to enroll in a course that is closed should continue to check the on-line registration system, up to and including the add/drop period. If there is a unique or extenuating circumstance, the student should discuss it with the Student Services staff who will consult with the faculty when appropriate or necessary. It is important to remember that you might not always gain admission to your first choice courses. Always have alternative courses in mind.

Note that special permission numbers do not replace prerequisites, and do not serve as prerequisite overrides.
TRANSFERRING CREDITS

Students wishing to transfer credits into the Department of Communication from other colleges or universities should follow these procedures. Paying close attention to these details will make the process easier. You must bring all of these materials in order to have your transfer credit request considered. No more than 9 transfer credits (or 3 courses) will be accepted toward the Communication major.

1. Gather the following:
   a) Your transcript from the college/university whose course you wish to transfer (this may be an unofficial transcript), which indicates you earned a C or better in the course.
   b) The syllabus of the course from your other college or university.
   c) Any paperwork that your degree-granting school (i.e. SAS, SEBS) may want the Communication Department to fill out for transfer credits.

2. Bring all these documents to SC&I Room 214 (Undergraduate Student Services).

3. If you are transferring a course from a New Jersey community college, you may use the New Jersey Transfer system at njtransfer.org to determine if the course will transfer into Rutgers. Otherwise, the Department of Communication will evaluate the course, based on the course syllabus or description, and determine which Communication course at Rutgers is equivalent, if any.

4. You will be responsible for returning the completed paperwork to the appropriate office to ensure your transfer credits are indicated on your Rutgers transcript. We encourage you to check your transcript later in the semester to verify these credits were transferred. The Office of Student Services does not actually change codes on the transcript. We only authorize the transfer of credits, but your primary school has the final determination upon reviewing your returned paperwork.

5. For Study Abroad, students are responsible for obtaining an approval from the School of Arts and Sciences and/or the School of Environmental and Biological Sciences, PRIOR TO registering for Study Abroad courses. Prior approval is also required from SC&I. Immediately after returning from a Study Abroad Program, students are responsible for submitting a copy of their transcript for the courses taken abroad. The department will then authorize credit transfer, based on successful completion of the course.
APPLYING TO THE MAJOR IN COMMUNICATION

Preconditions for Submitting an Application to the Communication Major

To apply for admission to the Communication major, you must:
1) Have completed Expository Writing or a University-approved equivalent course with a grade of C or better,
2) Have completed at least 15 credits at Rutgers, or at least 15 transfer credits to Rutgers, with at least a 2.0 Grade Point Average; and
3) Have completed with a grade of C or better, the prerequisite survey course for the Communication major, which is 04:189:101 – Introduction to Communication and Information Processes.

No grade below C will be accepted toward courses in the major, effective Fall 2007. Major courses in which a grade below C is earned should be retaken, with the exception of elective courses. An approved alternate course may be taken.

Submitting an Application to the Major

SC&I will accept applications to the Communication major during the fall, spring, and summer semesters. Application submission deadlines are published on the SC&I website, and allow for decisions to be announced in time for students to pre-register for the following semester. The SC&I website is located at http://comminfo.rutgers.edu and includes details about our majors, our courses, and our school.

Degree Requirements for the Communication Major

Interdisciplinary Requirement (3 credits)
One (1) of the following courses must be taken as soon as possible after admittance to the Communication major, and prior to senior year:

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>04:189:102 Introduction to Media</td>
<td>3</td>
<td>None.</td>
</tr>
<tr>
<td>Or 04:189:103 Information Technology &amp; Informatics</td>
<td>3</td>
<td>Not open to seniors.</td>
</tr>
</tbody>
</table>

Core Requirements (12 credits)
You must complete 12 credits of core courses in the Communication major.

<table>
<thead>
<tr>
<th>Courses</th>
<th>Credits</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>04:192:200 Communication Theory</td>
<td>3</td>
<td>04:189:101</td>
</tr>
<tr>
<td>04:192:201 Communication in Relationships</td>
<td>3</td>
<td>04:189:101</td>
</tr>
<tr>
<td>04:192:300 Communication Research</td>
<td>3</td>
<td>04:189:101</td>
</tr>
<tr>
<td>Choose one of the following:</td>
<td></td>
<td></td>
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<tr>
<td>04:192:354 Communication and Technology</td>
<td>3</td>
<td>04:192:200; Comm Major</td>
</tr>
<tr>
<td>or 04:192:355 Interpersonal Communication</td>
<td>3</td>
<td></td>
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<tr>
<td>or 04:192:357 Organizational Communication (effective Fall 2015)</td>
<td>3</td>
<td></td>
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<tr>
<td>or 04:192:359 Persuasive Communication</td>
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</tbody>
</table>

Elective Requirements (15 credits)
Each student must complete 15 credits (five 3-credit courses) of Communication electives at the 04:192:300 or 400 level, including at least 6 credits (two 3-credit courses) at the 400 level. Credits earned in 04:192:370 (Internship in Communication II), 425, 491, 492 (Independent Study) and 495 (Applied Study) count towards the general credit requirements for graduation but may not be used to fulfill elective coursework requirements for the major.
COMMUNICATION MAJOR REQUIREMENTS

The Communication major is 33 credits. There are 18 credits of requirements, and 15 credits of upper level electives, giving students the opportunity to focus on an area of concentration. A GPA of 2.0 in Communication is required for completion of the Communication major.

You may use this sheet to document the completion of your Communication courses as you proceed through the major.

### REQUIRED COURSES (18 credits)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Semester Taken</th>
<th>Grade</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>04:189:101</td>
<td>Introduction to Communication &amp; Information Processes</td>
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<tr>
<td>04:189:102</td>
<td>Introduction to Media</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>or 04:189:103</td>
<td>Information Technology &amp; Informatics</td>
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<tr>
<td>04:192:200</td>
<td>Communication Theory</td>
<td></td>
<td></td>
<td>04:189:101</td>
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<tr>
<td>04:192:201</td>
<td>Communication in Relationships</td>
<td></td>
<td></td>
<td>04:189:101</td>
</tr>
<tr>
<td>04:192:300</td>
<td>Communication Research</td>
<td></td>
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<td>04:189:101</td>
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<tr>
<td>Choose one of the following:</td>
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<tr>
<td>04:192:354</td>
<td>Communication and Technology</td>
<td></td>
<td></td>
<td>04:192:200; Communication major</td>
</tr>
<tr>
<td>or 04:192:355</td>
<td>Interpersonal Communication</td>
<td></td>
<td></td>
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<tr>
<td>or 04:192:357</td>
<td>Organizational Communication</td>
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<tr>
<td>or 04:192:359</td>
<td>Persuasive Communication</td>
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### UPPER LEVEL COMMUNICATION ELECTIVES (15 credits)

Upper level Communication electives are exclusively available to Communication majors except 04:192:380 – Public Speaking, which is open to the general student population as well as Communication majors.

<table>
<thead>
<tr>
<th>Course Number</th>
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<tbody>
<tr>
<td>04:192:3_ _</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>04:192:4_ _</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>04:192:4_ _</td>
<td></td>
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Notes:
COMMUNICATION MAJOR GRADE POINT AVERAGE (GPA)

To graduate as a Communication major, students must have a minimum GPA of 2.0 in Communication courses, including the pre-requisite course; and every class in the major must be a C or higher for it to count towards the major.

The student audit system, also referred to as Degree Navigator (DN) at http://nbdn.rutgers.edu provides students with their overall GPA and their major GPA.

SCHOLASTIC HONORS IN SC&I

To receive Scholastic Honors designation for graduation, graduating students must:

- have achieved a 3.65 GPA or above in the Communication major AND
- have achieved at least a 3.25 GPA overall in their undergraduate studies.

These honors are not dependent upon participation in the official Communication Honors Program.

COMMUNICATION HONORS PROGRAM

The Department of Communication offers an Honors Program for undergraduates who excel in the Communication Major. Honors students will conduct original research under the supervision of a faculty advisor and an honors thesis committee.

Eligibility Requirements

1. 3.4 Grade Point Average in the Communication Major
2. 3.2 Overall Grade Point Average
3. The Honors Program takes place over the course of two (2) semesters. A student must find a faculty advisor prior to the start of the first semester of participation. The process should be initiated by the spring of the junior year so that the student and the faculty advisor may begin working together, designing a research project, and selecting a committee. Students should explore research interests of faculty members by reviewing faculty websites – www.comminfo.rutgers.edu and select Faculty – and scheduling meetings for further information.

Upon acceptance to the Honors Program, students will:

1. Enroll in 04:192:493, 494 Senior Thesis Independent Project I and II; typically Honors students take 493 in the Fall and 494 in the Spring. The Fall 493 course typically is devoted to doing background research such as a literature review. The Spring 494 course typically is devoted to writing the Senior thesis.
2. Pass an oral defense of the thesis after completing the project.
3. Complete a senior thesis and submit one (1) copy to the department in SC&I, Room 214.
4. Present their final project at the SC&I session of the Rutgers University Undergraduate Research Week.
SPECIALIZATIONS IN THE COMMUNICATION MAJOR

HEALTH AND WELLNESS COMMUNICATION SPECIALIZATION

The Department of Communication’s specialization in Health and Wellness Communication is ideal for students who are interested in careers in health communication in a variety of contexts, including those who create and conduct community health campaigns, work in policy-making, positions related to health, conduct health intervention research, or consult with public or private health providers about communication with patients and other stakeholders. The specialization also provides a solid foundation of theoretical knowledge and practical skills for students who plan to pursue advanced degrees (MA or PhD) in fields such as communication, health education, sociology, and nutrition science among others.

The specialization consists of 18 credits from the approved list below:

Choose at least 3 Core Courses (can take as many as 6) from this list:
- 04:192:307 – Health Literacy
- 04:192:359 – Persuasive Communication
- 04:192:407 – Health Communication
- 04:192:408 – Health Message and Campaign Design
- 04:192:446 – Communication and Social Change
- 04:192:459 – Patient-Provider Communication
- 04:192:460 – Advanced Health Communication

Choose up to 3 elective courses from this list:
- 04:192:346 – Intercultural Communication
- 04:192:404 – Communicating about Relationship Challenges
- 04:192:410 – Media, Marketing, and Communication
- 04:192:478 – Family Communication
- 04:192:xxx – Sexual Communication

Each course within the specialization must be passed with a grade of C or better. Completion of the Health and Wellness Communication Specialization will be noted on your official Rutgers University transcript upon graduation as a Communication major.
LEADERSHIP IN ORGANIZATIONS AND COMMUNITY SPECIALIZATION

The Department of Communication’s specialization in Leadership in Organizations and Community includes courses that expose students to theory, research, and practical skills which help them understand the important contexts and contingencies related to strategic execution of leadership. The specialization enhances students’ preparation for leadership careers in organizations, public agencies, community and civic organizations.

The specialization is 18 credits. In order to earn the specialization, students must take two required courses and four courses from the theory and or practice/tools options, as listed below:

**Required Courses (must complete both)**
- 04:192:390 – Approaches to Leadership
- 04:192:458 – Leadership in Groups and Organizations

**Pick four (4) from the following list of electives:**
- 04:192:301 – Community Communication
- 04:192:333 – Political Communication
- 04:192:346 – Intercultural Communication
- 04:192:347 – Information Systems and Communication
- 04:192:356 – Group Communication
- 04:192:357 – Organizational Communication
- 04:192:359 – Persuasive Communication
- 04:192:366 – Organizational Reputation and Representation
- 04:192:381 – Argumentation
- 04:192:403 – Conflict Negotiation and Resolution
- 04:192:405 – Communication and Gender
- 04:192:411 – Crisis Communication and Public Information
- 04:192:422 – Communication and Facilitation
- 04:192:432 – Mediated Communication and Society
- 04:192:446 – Communication and Social Change
- 04:192:xxx – Organizational Change (offered as a Topics course)
- 04:192:xxx – Organizational Integration (offered as a Topics course)

Each course within the specialization must be passed with a grade of C or better. Completion of the Leadership in Organizations and Community will be noted on your official Rutgers University transcript upon graduation as a Communication major.
RELATIONSHIP AND FAMILY COMMUNICATION SPECIALIZATION

The Department of Communication’s specialization in Relationship and Family Communication includes courses that expose students to theory and research on interpersonal communication, social interaction, communication dynamics in close relationships and families, and individual and relational factors that both shape and reflect communication processes. The specialization is ideal for students who are interested in careers in counseling, human resources, education, social work, family law, hospice care, or dispute mediation, just to name a few. The specialization will also provide a solid foundation of theoretical knowledge and practical skills for students who plan to pursue advanced degrees (MA or PhD) in fields such as communication, social psychology, linguistics, counseling, or social work.

This is an 18-credit specialization for Communication majors. To complete the specialization, students must take either 04:192:355 – Interpersonal Communication or 04:192:478 – Family Communication AND five courses chosen from the list of elective courses.

Choose at least one core course (can take both) from the following list:
- 04:192:355 – Interpersonal Communication
- 04:192:478 – Family Communication

Electives (Choose FIVE courses from the following list):
- 04:192:346 – Intercultural Communication
- 04:192:356 – Group Communication
- 04:192:360 – Principles of Interviewing
- 04:192:403 – Conflict Negotiation and Resolution
- 04:192:404 – Communication about Relationship Challenges
- 04:192:405 – Communication and Gender
- 04:192:406 – Relationships and Identities in Interaction
- 04:192:422 – Communication and Facilitation
- 04:192:442 – Supportive Communication
- 04:192:443 – Nonverbal Communication
- 04:192:444 – Language, Behavior, and Communication
- 04:192:xxx – Sexual Communication (offered as a Topics course)
- 04:192:xxx – Supportive Communication (offered as a Topics course)

Each course within the specialization must be passed with a grade of C or better. Completion of the Relationship and Family Communication Specialization will be noted on your official Rutgers University transcript upon graduation as a Communication major.
STRATEGIC PUBLIC COMMUNICATION AND PUBLIC RELATIONS SPECIALIZATION

As a Communication major, the practical and theoretical courses you select prepare you for a career in almost any industry. The Communication department offers an 18-credit specialization of theory-based and practice-based courses in Strategic Public Communication and Public Relations, which can help you focus your experience to better establish yourself as a strategic communicator who will be able to slide into any position when you graduate. For example, majors with this specialization might be part of the C-suite at a large corporation, a member of a U.S. senator’s communications team, an account executive at a PR agency, a communications advocate for a grassroots organization, part of a crisis communication team for a federal agency, a health campaign specialist at a community health provider, etc.

Choose at least 2 of the following Core Courses (can take as many as 5):

- 04:192:357 – Organizational Communication
- 04:192:359 – Persuasive Communication
- 04:192:366 – Organizational Reputation and Representation
- 04:192:410 – Media, Marketing and Communication
- 04:192:411 – Crisis Communication and Public Information

Choose up to 4 Elective Courses (at least one NOT in Practice/Tools set):

- 04:192:346 – Intercultural Communication
- 04:192:381 – Argumentation
- 04:192:408 – Health Message and Campaign Design
- 04:192:422 – Communication and Facilitation
- 04:192:450 – The Dark Side of Organizations

Practice/Tools Courses:

- 04:192:313 – Message Design for Public Relations
- 04:192:315 – Professional Writing and Communication
- 04:192:350 – Visual Communication
- 04:192:365 – Principles of Public Relations
- 04:192:409 – Public Relations Management
- 04:192:466 – Audience and Market Analysis

Each course within the specialization must be passed with a grade of C or better. Completion of the Strategic Public Communication and Public Relations Specialization will be noted on your official Rutgers University transcript upon graduation as a Communication major.
EDUCATIONAL OPPORTUNITIES BEYOND THE CLASSROOM

THESE COURSES ARE AVAILABLE ONLY TO COMMUNICATION MAJORS

We offer a variety of learning opportunities for students to pursue outside of the classroom, including internships, independent study, tutoring, peer advising, and research projects. Students should check with their respective degree-granting units for more information about the number of “experiential credits” permitted.

COMMUNICATION INTERNSHIP PROGRAM
04:192:369 and 04:192:370

See http://comminfo.rutgers.edu/programs/comm for Internship information and an application.

The Department of Communication encourages all students to pursue an internship in their fields of interest, although it is not mandatory for the completion of the Communication major. Undergraduates are able to develop skills while they explore and gain experience in their chosen careers. The 3-credit internship course 04:192:369 counts as a 300-level elective toward completion of the Communication major. The course 04:192:370 can be taken for one (1) to three (3) credits but does not count toward the major.

Postings about internships opportunities will be sent by email through the Communication major listserv. Please check your email regularly. Also check Rutgers Career Services pages at http://careerservices.rutgers.edu/internships.shtml

Some details about the program:

1. Prior to registering for the class, submit an online application via the application portal at commintern.rutgers.edu
2. The intern must complete a minimum of 100 hours to complete a 3 credit internship.
3. Students are evaluated on how well they were able to integrate what they learned during their experience with their knowledge of Communication theories and concepts.
4. Students are required to produce a portfolio about their internship experience.
5. All interns participate in on-line discussions and turn in regular updates.
6. All students are required to submit a letter of evaluation from their internship supervisor.

More information about the internship program and specific details about the procedures for obtaining an internship are available on the Communication internship website at commintern.rutgers.edu

Should you have any questions after reviewing the website, you may contact the internship coordinator via the following email address: comm.intern@rutgers.edu
RESEARCH IN COMMUNICATION
04:192:470
This course counts toward the major. It is used only for independent research projects that students conduct under the direction of a faculty member. This course should be taken for original research and not only for helping a faculty member enter data or collect library materials. It also should not be used for a student who just wants to do a literature review.

INDEPENDENT STUDY
04:192:491 and 04:192:492
These courses do not count toward the major, but do count as graduation credits. These are used for students who wish to work with a professor on a project (of the professor’s and/or student’s design) but not an original research project of the student’s choosing. (There are two independent study courses so students can work with more than one faculty member or with the same faculty for two semesters.)

APPLIED STUDY IN COMMUNICATION
04:192:495
This course does not count toward the major, but does count as graduation credits. This course is used for tutors. Tutors are able to work closely with undergraduate students and receive credits toward their college degree requirements but not toward the major. Student tutors are most often needed for 04:189:101-Introduction to Communication and Information, 04:192:200-Communication Theory, and 04:192:300-Communication Research. Tutors work with students to help them develop study skills and note taking skills. They also provide general assistance in understanding course material.

Students wishing to complete any of the above courses (470, 491/492, or 495) must:
- have a minimum cumulative GPA of 2.5 (not just Communication)
- be an officially declared Communication major
- have finished all courses through Communication Research (300)
- bring the signed application form, an unofficial transcript, and the write up to the Office of Student Services, Room 214. Typically, these applications require a short proposal and the sponsoring faculty member’s signature. The information will be verified and an email will be sent to the student containing a special permission number for the purposes of registration.
STUDY ABROAD OPPORTUNITIES

Programs listed here are part of Rutgers Study Abroad/Center for Global Education-approved academic experiences in countries outside of the United States in approved universities. The benefit of studying abroad at one of the Rutgers “approved” programs is that the Center for Global Education will provide orientation, assistance and support before students travel, and will make sure credits for the courses taken abroad are transferred to the RU Registrar’s system. All information about health and travel insurance, advising about enrolling and accommodations at the foreign university will be provided by the Center as well. Students should also confer with the undergraduate director for the major or a SC&I academic advisor to ensure that the courses taken will meet major requirements.

Students should plan ahead by determining the academic program at least one semester before planned study abroad. For example, if a student wishes to study abroad in the spring semester, plans should be made early in the previous fall semester at the latest. Check the RU Study Abroad website at http://globaleducation.rutgers.edu/ to learn about deadlines and requirements for applications. Summer is also a good time to explore possibilities for the major and universities that offer courses in the major discipline.

The programs listed below have been reviewed and recommended by department faculty. All programs offer courses in English and accept international students. After visiting the linked websites, be sure to also see the RU Center for Global Education website at http://globaleducation.rutgers.edu/ for more information and their advising hours as well as the undergraduate director for the SC&I major or a SC&I academic advisor.

- **Ewha University** (Seoul, South Korea), in central Seoul, is one of the most prestigious universities in South Korea. It was established in 1886 as the first all-female university in Korea. At Ewha, you will enroll in the International Exchange and Study Abroad Program. While the university is all-female, the study abroad program is fully co-ed.
  - RU Study Abroad program information: http://globaleducation.rutgers.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10049
  - Office of International Affairs at Ewha University: http://oia.ewha.ac.kr/
  The usual major language of instruction is Korean, but they do offer many courses in English. Communication courses in English include Health Communication, Business Communication, Advertising and PR Research Methods, and Political Communication.
  - English course catalog and syllabi: http://www.ewha.ac.kr/mbs/ewhaen/subview.jsp?id=ewhaen_03110300000
• **John Cabot University** (Rome, Italy) is an independent, American-style four-year liberal arts university offering undergraduate degrees and study abroad programs to English-speaking students from all over the world. It is located in the Trastevere neighborhood, right in the heart of the Rome.
  - Study Abroad at John Cabot University: [http://www.johncabot.edu/admissions/study-abroad-rome-italy/default.aspx](http://www.johncabot.edu/admissions/study-abroad-rome-italy/default.aspx)

Several relevant courses are offered by the Communications department. Check the course list link below.
  - Course schedules and syllabi (In the department pull-down menu, select Communications): [http://www.johncabot.edu/academics/courses/course-schedules-syllabi.aspx](http://www.johncabot.edu/academics/courses/course-schedules-syllabi.aspx)

• **University of Queensland** (Brisbane, Australia), founded in 1909, is one of Australia’s premier learning and research institutions and ranks among the top 100 universities in the world. The main St. Lucia campus is located five miles south-west of downtown Brisbane, in a bend of the Brisbane River. UQ offers a wide range of world-class study options for Study Abroad and Exchange students.

They have a very strong communication program and offer many relevant courses. Check the course list below.
RUTGERS UNIVERSITY DEBATE UNION

The Rutgers University Debate Union (RUDU) was founded in 2001 and is a full member in good standing of the American Parliamentary Debate Association (APDA). APDA is the elite league of intercollegiate parliamentary debate, comprised of nearly all of the top-ranked colleges and universities on the eastern seaboard, as well as some additional western schools. Notable participants include the entire Ivy League, Stanford, the University of Chicago, John Hopkins, Swarthmore, and numerous others. Competitions take place nearly every weekend throughout the academic year, from September through December in the fall and January through April in the spring, culminating in an annual National Championship.

RUDU finished 2015-16 ranked as the 8th place team for College of the Year rankings within the APDA league. This included the 6th & 7th ranked debate teams within the top 10 overall. Additionally, we had 2 of the top 3 Novice Debaters of the Year, which had never been done before by Rutgers. RUDU has been ranked in the top ten in each of the past two seasons and finished in the top ten at the 2013 & 2014 National Championships.

Faculty Advisor: Matthew Maddex (matthew.maddex@rutgers.edu)

COMMUNICATION STUDENT ORGANIZATIONS

Many students participate in student organizations through SC&I. The Department of Communication sponsors three organizations – The Association for Women in Communications, the Todd Hunt Chapter of the Public Relations Student Society of America (PRSSA), and Lambda Pi Eta – as well as several other student organizations. More information about these organizations is posted on the department website.

The Association for Women in Communications (AWC)
The Association for Women in Communications is a professional organization that champions the advancement of women across all communication disciplines by recognizing excellence and promoting leadership. On the university level we work to bring students to professionals and professionals to students through networking, conference attendance and specialized association resources.

Meeting Time: Once a week in SC&I Student Lounge
Faculty Advisor: Bernadette Gailliard (b.gailliard@ rutgers.edu)

Public Relations Student Society of America (PRSSA)
The Todd Hunt Chapter of the Public Relations Student Society of America is a pre-professional organization, designed to educate students about public relations.

Meeting Time: Wednesday evenings in the SC&I Student Lounge
Faculty Advisor: Prof. Jack Grasso (jgrasso@rci.rutgers.edu)
Rutgers University Speech Society
Rutgers University Speech Society (RUSS) serves to enhance students' critical thinking and communication skills through participation in competitive collegiate forensics. The focus here is on public address (informative, persuasive, communication analysis and after dinner speaking), interpretation of literature, and limited prep (extemporaneous & impromptu speaking). Participation is designed to help promote ethical leadership and academic achievement, cultivate civic responsibility, and provide students with opportunities for association and integration with the faculty/administration of Rutgers University and with the members of the surrounding community.

Faculty Advisor: Matthew Maddex (matthew.maddex@rutgers.edu)

Lambda Pi Eta
Lambda Pi Eta is the communication honor society of the National Communication Association. This honor society promotes academic and professional growth and recognizes student excellence within the Communication Department. Students will have opportunities to discuss their interests of communication, establish closer relationships with students and faculty, explore options for graduate study and professional development, and work on presenting their research findings in formal settings.

Faculty Advisor: Dr. Galina Bolden (gbolden@rutgers.edu)

COMMUNICATION SCHOLARSHIPS
The department is proud to offer a number of scholarships every year, including the Richard F. Hixson Memorial Prize, the SC&I Alumni Association Endowed Scholarships, and the Flip Wilson Memorial Scholarship. These and other scholarships range in monetary amounts from $500 to the cost of a full semester’s tuition and fees at the University. Scholarship information is emailed to all majors in the beginning of the spring semester via listserv, and the deadline to apply is around spring break. Applications will be online or available in the Student Services office. Each scholarship has different requirements, so before applying, read the requirements to determine your eligibility.
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JOINT BA and MCIS PROGRAM

The School of Communication and Information offers a joint degree in which students may earn a Bachelor of Arts in Communication and a Master of Communication and Information Studies degree.

How the Joint Degree Works

- Apply for the MCIS program in your junior or senior year as a Communication major at Rutgers.
- If accepted, you can plan a course of study that can enable you to take up to 4 MICS courses and count them towards your 300- and 400-level Communication major requirements.
- You will pay undergraduate tuition rates for the MCIS courses taken in the fall or spring semesters of your undergraduate years. (Graduate courses taken in summer will be billed at graduate tuition rates.)
- Once you fulfill your undergraduate degree requirements, you graduate from that program, and then you would be considered a fully accepted and enrolled MCIS student
- You may complete your Master’s degree with MCIS within a few semesters (of full-time study) or at your own pace completing your studies part-time as you work full-time. You can complete the MCIS degree in evenings.

Preparing to Enter the Joint Degree Program

- By the end of your junior year as a Communication major, you should have completed the 6 required courses and 1 upper level elective for the major. However, you DO NOT have to complete these prior to applying to the joint-degree program:
  - 04:189:101 – Introduction to Communication and Information Processes
  - 04:189:102 – Introduction to Media Systems and Processes or 103 – Information Technology and Informatics
  - 04:192:200 – Communication Theory
  - 04:192:201 – Interpersonal Communication
  - 04:192:300 – Communication Research
  - 04:192:354 – Communication and Technology or 355 – Interpersonal Communication or
  - 04:192:357 – Organizational Communication or 04:192:359 – Persuasive Communication
  - One elective course at the 192:300 or 400 level

Once Admitted

- Take UP TO 2 MCIS courses per semester. You might also take only 1 MCIS course in a semester if you have not yet finished all your major requirements (listed above).
- DO NOT TAKE ANY MCIS COURSE UNTIL YOU HAVE COMPLETED 04:192:300.
- Your MCIS courses will double-count in satisfying upper division (300/400 level) Communication elective requirements and MCIS requirements.
- Visit with the MCIS Director, Rick Dool (richard.dool@rutgers.edu), to seek advice about which courses to take given your goals and background.

The advisors in Student Services can best advise you about completing your undergraduate degree requirements. Contact the MCIS Director for questions about MCIS.
COURSE LISTING

Not all classes are offered in every term. Please make sure you plan your semester schedule according to the courses offered during that time. Consult the Rutgers University Online Schedule of Courses (WebReg) for additional information. Please make note of the prerequisites associated with each course.

Communication and Information Courses

04:189:A__

04:189:101 Introduction to Communication and Information Processes (3 credits)
Prerequisites: None.
Survey of the field of communication: interpersonal, group, organizational, speech, mass, intercultural, and international communication; public relations and advertising.

04:189:102 Introduction to Media Systems and Processes (3 credits)
Prerequisites: None.
Historical development of mass media institutions and the role of media in society. Particular attention to news, government regulation, effects, economics, emerging technologies, and audience dynamics.

04:189:103 Information Technology and Informatics (3 credits)
Prerequisites: None.
Theoretical foundations of informatics, human-computer interaction, management of information, the relationship between technology, race and gender, and information intelligence.

04:189:441 Communication and Human Values (3 credits)
Prerequisites: Permission of instructor. Open only to seniors and graduate students.
Seminar on communication and human values in a democratic society. Particular emphasis on the concept of “cultural democracy” in the formulation of public policy. A historical evaluation of the philosophical problems related to matters of private taste versus public good.

COMMUNICATION

04:192:A__

04:192:120 Beginning American Sign Language (3 credits)
Prerequisites: None.
Beginning skills in American Sign Language (ASL) and skills needed in communication with deaf persons. Offered in summer session. Does not count toward the major.

04:192:121 Intermediate American Sign Language (3 credits)
Prerequisites: 04:192:120 or permission of instructor.
Intermediate skills in American Sign Language (ASL) and skills needed in communication with deaf persons. Offered in summer session. Does not count toward the major.

04:192:200 Communication Theory (3 credits)
Prerequisites: 04:189:101.
Basic concepts, models, and theories examining the role of communication in human behavior.
04:192:201  Communication in Relationships (3 credits)
Prerequisites: 04:189:101.
Patterns of human interaction, types and stages of relationships, verbal and nonverbal exchanges, strategies and tactics.

04:192:211  Parliamentary Debate Practicum (1 credit)
Prerequisites: None.
Does not count towards major. Exploration of the nature of persuasive argumentation as applied through the specific lens of parliamentary style debating.

04:192:300  Communication Research (3 credits)
Prerequisites: 04:189:101.
Exploration of the uses of experimental, descriptive, historical-critical, and field-research approaches to the study of communication.

04:192:301  Community Communication (3 credits)
Prerequisites: None.
Examination of types and qualities of civic infrastructure, civic engagement, and community leadership. Students are introduced to the methods and nature of community communication in varied contexts.

04:192:305  Introduction to Social Media (3 credits)
Prerequisites: None.
Exploration of the reasons behind the widespread popularity of social media platforms such as Facebook and Twitter, considering the role of individual choice, social influence, technological influence, and how these three perspectives can be combined. Further exploration of the implications of social media for personal relationships, youth culture, organizations, social research, and personal privacy.

04:192:307  Health Literacy (3 credits)
Prerequisites: 04:189:101; 04:192:200.
Application of literacy principles to real life health phenomenon, in clinical encounters, as well as in community and public health contexts with an emphasis on medically underserved and vulnerable populations.

04:192:313  Message Design for Public Relations and Organizational Communication (3 credits)
Prerequisites: 04:189:101; 04:192:200; 04:192:201; 04:192:365; Major 192.
Theories and techniques for collecting, selecting, packaging, and disseminating information within organizations and between organizations and their constituencies.

04:192:315  Professional Writing and Communication (3 credits)
Analyzing and applying writing skills, techniques, design and strategies to communication topics and processes. Separate sections for Research in the Disciplines (popular culture; the family; globalization; technology & society), Writing for Business and Professions, and Collaborative Writing. Course projects involve writing and communication oriented to the specific section.

04:192:333  Political Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201.
The communication dynamics of political campaigns: the roles of advertising, polling, media coverage, image construction, and ethics in political campaigns through a historical and case study
The role of current communication theories and their effects on contemporary political messages will be discussed.

**04:192:344 Language and Communication (3 credits)**
Prerequisites: 04:189:101; 04:192:200; Major 192.
Sociolinguistics, psycholinguistics, language acquisition and development, phonetics, and issues of bilingualism.

**04:192:346 Intercultural Communication (3 credits)**
The process of communication among individuals from different cultures or subcultures; influence of value orientations, concepts of time, thought patterns, and nonverbal style.

**04:192:347 Information Systems and Communication (3 credits)**
Prerequisites: 04:189:101; 04:192:200; 04:192:201; Major 192.
The generation, classification, storage, retrieval, and use of information in human communication systems.

**04:192:350 Visual Communication (3 credits)**
Prerequisites: 04:189:101; 04:192:200; 04:192:201; Major 192.
Critical evaluation of the aesthetic and social impact of visual communication.

**04:192:354 Communication and Technology (3 credits)**
Examination of theory and research on the nature and effects of mediated communication processes, and the social, cultural, economic, and political impact of communication technology.

**04:192:355 Interpersonal Communication (3 credits)**
Critical examination of the theory and research concerning the dimensions, dynamics, and functions of interpersonal interaction.

**04:192:356 Group Communication (3 credits)**
Principles of group communication, types of groups, group structure, leadership, and membership roles; techniques for working with groups.

**04:192:357 Organizational Communication (3 credits)**
Communication in organizations, communication networks, management and communication, decision making, goal setting, and process consultation in varying organizational settings.

**04:192:359 Persuasive Communication (3 credits)**
Prerequisites: 04:189:101; 04:192:200; 04:192:201; Major 192.
Principles and techniques in persuasive communication: credibility, audience analysis, assessment of effects, media selection, resistance to persuasion, and attitude change.

**04:192:360 Principles of Interviewing (3 credits)**
Prerequisites: 04:189:101; 04:192:200; Major 192.
Analysis of the interview as a unique communication context, including the application of theoretical concepts and practice in designing and conducting interviews of various types (e.g., surveys, employment, information giving, counseling).
04:192:365 Principles of Public Relations (3 credits)
Basic principles and policies of public relations and advertising; includes history, development, ethics, roles, functions, media selection methods, and message strategies of public relations.

04:192:366 Organizational Reputation and Representations (3 credits)
Prerequisites: 04:189:101; 04:192:200; Major 192.
Combining theoretical foundations and a case study approach, critical and analytical examination of how organizations represent themselves to various stakeholder groups, both inside the organization and within the environment, and issues of reputation and identity.

04:192:369 Internship in Communication I (3 credits)
Prerequisites: 04:189:101; 04:192:200; Major 192. Open only by application.
Practical field experience in intercultural, international, interpersonal, group, organizational, mass, or speech communication, or public relations and advertising. Requires application.

04:192:370 Internship in Communication II (1-3 credits)
Prerequisites: 04:189:101; 04:192:200; 04:192:369; Permission of instructor; Major 192. Open only by application.
Does not count toward major. To continue 369 Internship. Requires application.

04:192:372 Topics in Communication I (3 credits)
Prerequisites: 04:189:101, 04:192:200, 04:192:300; Major 192. Other prerequisites may vary with each offering.
Topical seminar dealing with issues of concern to contemporary communication studies.

04:192:373 Topics in Communication II (3 credits)
Prerequisites: 04:189:101, 04:192:200, 04:192:300; Major 192. Other prerequisites may vary with each offering.
Topical seminar dealing with issues of concern to contemporary communication studies.

04:192:374 Topics in Communication III (3 credits)
Prerequisites: 04:189:101, 04:192:200, 04:192:300; Major 192. Other prerequisites may vary with each offering.
Topical seminar dealing with issues of concern to contemporary communication studies.

04:192:375 Topics in Communication IV (3 credits)
Prerequisites: 04:189:101, 04:192:200, 04:192:300; Major 192. Other prerequisites may vary with each offering.
Topical seminar dealing with issues of concern to contemporary communication studies.

04:192:380 Public Speaking (3)
Prerequisites: None.
Principles of public speaking; practice in composition, delivery, and criticism of informative, persuasive, and entertaining speeches.

04:192:381 Argumentation (3 credits)
Prerequisites: 04:189:101; 04:192:200; Major 192.
Principles and techniques of persuasion through argument, evidence, and logical inference. Practice in debate.
04:192:390 Approaches to Leadership (3 credits)
Prerequisites: 04:189:101; 04:192:200; Major 192.
A multidisciplinary and collaborative environment focused on leadership theory and current practice in public and private sector organizations through a communication lens. Analysis and evaluation of leadership models for effectiveness from a variety of perspectives providing opportunities to gain greater understanding of theories, concepts, models, and approaches of leadership in diverse contexts (personal, team, group, organization, community, etc.). Students will also make connections with their own leadership philosophy, experiences, and areas for future growth.

04:192:403 Conflict Negotiation and Resolution (3 credits)
Prerequisites: 04:189:101; 04:192:200; 04:192:300; Major 192.
Features of interpersonal conflict situations, explores individual conflict styles, and identifies strategies for managing or resolving interpersonal conflict.

04:192:404 Communicating about Relationship Challenges (3 credits)
Prerequisites: 04:189:101; 04:192:200; 04:192:300; Major 192.
The role of interpersonal communication in managing a variety of challenging events in friendships, romantic relationships, and family relationships, such as hurt, conflict, jealousy, negotiating sexual intimacy, terminating relationships, etc.

04:192:405 Communication and Gender (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Juniors and Seniors.
The effects of gender roles in interpersonal communication; examination of literature and research on differences between male and female patterns of interaction.

04:192:406 Relationships and Identities in Interaction (3 credits)
How relationships and identities are constructed in communication. We focus on specific practices of interaction – the basic building blocks for communication – to discover those practices through which communicators build their actions and sometimes thereby, their relationships and identities.

04:192:407 Health Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Exploration of communication demands of health care and the development of effective communication strategies and skills for use in health care practice.

04:192:408 Health Message and Campaign Design (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Design, implementation and evaluation of public communication campaigns, designed to change health behavior of individuals, groups, and entire populations.

04:192:409 Public Relations Management (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; 04:192:365; Major 192.
Analysis and preparation of case studies in industry, labor, education, government, and trade organizations, and the application of public relations techniques.
04:192:410  Media, Marketing, and Communication (3 credits)
This course links communication theory to the practice of marketing and media planning. Students work to analyze current trends in media and marketing while applying skills learned in previous communication courses.

04:192:411  Crisis Communication and Public Information (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Examination of the processes through which organizations handle and disseminate information to the public with a specific emphasis on crisis communication.

04:192:422  Communication and Facilitation (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Theory and pragmatics of intrapersonal, interpersonal, and small-group process analysis, intervention, and facilitation.

04:192:432  Communication, Technology, and Society (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Analysis of proliferating mediated communication technologies, their societal and interpersonal consequences as well as the social forces that affect their form and function. Attention also given to national and industrial policy issues related to mediated communication processes.

04:192:442  Supportive Communication (3 credits)
Prerequisites: 04:189:101; 04:192:200; 04:192:201; 04:192:300; Major 192.
Critical exploration of the theory and research regarding personal and community experiences of social support, its influences on interpersonal relationships and health, and its social functions.

04:192:443  Nonverbal Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Nonverbal aspects of human communication, including proxemics, kinesics, haptics, vocalics, eye behavior, human artifacts, and environments; the functions served by nonverbal behavior in interaction.

04:192:444  Language, Behavior, and Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Sociolinguistic, psycholinguistic, and general semantic analysis of language as a component of human communication systems.

04:192:446  Communication and Social Change (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
The role of communication in social change, diffusion of innovations, and national development.

04:192:450  The Dark Side of Organizations (3 credits)
Prerequisites: None.
Communication-based approach to key workplace processes that operate in the shadows (e.g., violence, wrongdoing, harassment) and what are called hidden organizations (e.g., terrorist cells, informal economy, secret societies).
04:192:458 Leadership in Groups and Organizations (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Examines leadership from a communicative perspective, integrating theory and practice. Combines traditional informational components of university courses, with experiential learning activities such as interactive simulations, exercises, case studies, and organizational simulation.

04:192:459 Patient-Provider Communication in Healthcare (3 credits)
Prerequisites: 04:189:101; 04:192:200; 04:192:201; 04:192:300; Major 192. Explores facets of patient-provider communication and their impact on patient and provider satisfaction and health outcomes.

04:192:460 Advanced Health Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Application of principles and techniques in a targeted health communication campaign; social norms theory, experiential learning theories, effects of misperceptions on behavior, and needs of special student populations.

04:192:466 Audience and Market Analysis (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Principles and methods of identifying, categorizing, and segmenting mass audiences. The more specifically a public relations or marketing/communications professional identifies targets by demographic or other means, the easier it is to find communication strategies and tactics that will reach those targets. Enables students to define a target audience, expose appropriate copy content and style, SEO/SEM keywords, and hook development.

04:192:470 Research in Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Research projects conducted under the direction of individual faculty members. Requires application.

04:192:472 Topics in Communication V (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Advanced topical seminar dealing with issues of concern to contemporary communication studies.

04:192:473 Topics in Communication VI (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Advanced topical seminar dealing with issues of concern to contemporary communication studies.

04:192:474 Topics in Communication VII (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Advanced topical seminar dealing with issues of concern to contemporary communication studies.

04:192:475 Topics in Communication VIII (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192. Juniors and Seniors. Advanced topical seminar, dealing, with issues of concern to contemporary communication studies.

04:192:476 Advanced Communication Theory (3 credits)
04:192:477 Topics in Communication IX (3 credits)
Advanced topical seminar dealing with issues of concern to contemporary communication studies.

04:192:478 Family Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Family communication theory, research, and practice. Includes assessment and measurement of interaction patterns, pathologies, and intervention strategies.

04:192:481 Advanced Research (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Permission of instructor.
Research trends in current literature in interpersonal, group, organizational, mass, and intercultural communication, and in public relations and advertising.

04:192:491 Independent Study in Communication (1-3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Does not count toward major. Independent study project in communication; requires application.

04:192:492 Independent Study in Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Does not count toward major. Independent study project in communication; requires application.

04:192:493 Senior Thesis Independent Project I (1-3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Requires application.

04:192:494 Senior Thesis Independent Project II (1-3 credits)
Requires application.

04:192:495 Applied Study in Communication (3 credits)
Prerequisites: 04:189:101; 04:189:102 or 103; 04:192:200; 04:192:201; 04:192:300; Major 192.
Does not count toward major. Supervised study in communication pedagogy. Reserved for tutors and public relations agency members; requires application.
SUMMARY OF UNIVERSITY POLICY ON ACADEMIC INTEGRITY

The faculty of the Department of Library and Information Science does not condone cheating of any kind. All students are expected to observe the generally accepted principles of scholarly writing both inside and outside the classroom. Plagiarism and other forms of cheating, when verified, will serve as grounds for assigning the offending party or parties the most severe penalties allowed under the University's "Academic Integrity Policy." See http://academicintegrity.rutgers.edu/academic-integrity-policy/ for additional information.

The principles of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them. Faculty members have an obligation to educate students to the standards of academic integrity and to report violations of these standards to the appropriate deans. Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors.

Violations of Academic Integrity

Any violation of academic integrity is a serious offense and is therefore subject to an appropriate sanction or penalty. Academic integrity violations at Rutgers University are classified into two levels called nonseparable and separable. Nonseparable violations are less severe violations for which the possible sanctions do not include suspension or expulsion from the University; separable violations are more severe violations for which the possible sanctions include suspension or expulsion. Whether a given violation is classified as nonseparable or separable depends on a number of factors including: the nature and importance of the academic exercise; the degree of premeditation or planning; the extent of dishonest or malicious intent; the academic experience of the student; and whether the violation is a first-time or repeat offense.

Nonseparable Violations

Nonseparable violations are less serious violations of academic integrity. They may occur because of inexperienced or lack of understanding of the principles of academic integrity and are often characterized by a relatively low degree of premeditation or planning and the absence of malicious intent on the part of the student committing the violation. These violations are generally quite limited in extent, occur on a minor assignment or quiz or constitute a small portion of a major assignment and/or represent a small percentage of the total course work. Below are a few examples of violations that are most often considered nonseparable, at least when committed by an undergraduate student as a first-time offense. This list is not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the specific facts and circumstances of the violation.

- Improper citation without dishonest intent.
- Plagiarism on a minor assignment or a very limited portion of a major assignment.
- Unpremeditated cheating on a quiz or minor examination.
- Unauthorized collaboration with another student on a homework assignment.
- Citing a source that does not exist or that one hasn’t read on a minor assignment.
- Making up a small number of data points on a laboratory exercise.
- Signing in for another student via attendance sheet or clicker in a course in which attendance counts toward the grade.

However, an alleged second nonseparable violation shall be treated as an alleged separable violation. Moreover, some violations that would be considered nonseparable for an undergraduate student may be treated as separable for a graduate student.

Sanctions for nonseparable violations include, but are not limited to, one or more of the following, and do not include suspension or expulsion:

- Required participation in a noncredit workshop or seminar on ethics or academic integrity.
- An assigned paper or research project related to ethics or academic integrity.
• A make-up assignment that may be more difficult than the original assignment.
• No credit for the original assignment.
• A failing grade on the assignment.
• A failing grade for the course.
• Disciplinary warning or probation.

Separable Violations
Separable violations are very serious violations of academic integrity that affect a more significant portion of the course work compared to nonseparable violations. Separable violations are often characterized by substantial premeditation or planning and clearly dishonest or malicious intent on the part of the student committing the violation. Below are some examples of violations that are most often considered separable. Again, the list is certainly not exhaustive and classification of a given violation as separable or nonseparable is always heavily dependent on the exact facts and circumstances of the violation.

• A second nonseparable violation.
• Substantial plagiarism on a major assignment.
• Copying or using unauthorized materials, devices, or collaboration on a major exam.
• Having a substitute take an examination.
• Making up or falsifying evidence or data or other source materials for a major assignment, including falsification by selectively omitting or altering data that do not support one’s claims or conclusions.
• Facilitating dishonesty by another student on a major exam or assignment.
• Intentionally destroying or obstructing another student’s work.
• Knowingly violating research or professional ethics.
• Any violation involving potentially criminal activity.

Sanctions for separable violations include, but are not limited to, one or more of the following, and may, but need not, involve suspension or expulsion:

• A grade of XF (disciplinary F) for the course.
• Disciplinary probation.
• Dismissal from a departmental or school honors program.
• Denial of access to internships or research programs.
• Loss of appointment to academically-based positions.
• Loss of departmental/graduate program endorsements for internal and external fellowship support and employment opportunities.
• Removal of fellowship or assistantship support.
• Suspension for one or more semesters.
• Dismissal from a graduate or professional program.
• Permanent expulsion from the University with a permanent notation of disciplinary expulsion on the student’s transcript.

The recommendations for sanctions at each level are not binding, but are intended as guidelines for the University community. For both nonseparable and separable violations, the severity of the sanction imposed should be proportional to the severity of the violation committed.

Faculty who believe that violations have occurred should immediately contact SC&I’s Associate Dean Novick. Students who suspect that other students are involved in actions of academic dishonesty should speak to the instructor of the course. Questions on reporting procedures may be directed to the Office of the Dean.
The Department of Communication emphasizes the study of the nature, diversity, and impact of communication on the evolution of the individual, group and institutions within society. Attention is given to theoretical perspectives on the nature of communication as a process involving messages, meanings and media. Students in this major Investigate the variety of ways in which communication is practiced in everyday life. They evaluate and analyze the outcome that differing communicative choices entail for individuals and institutions.

The undergraduate major provides a broad, theory-based education and allows for concentration in a specific area, such as Health and Wellness Communication, Leadership in Organizations and Community, Relationship and Family Communication and Strategic Public Communication and Public Relations. Students often combine this coursework with other interests in fields such as Political Science, Entrepreneurship, Business Administration, Psychology, English, Human Resources, or Sociology.

Communication graduates find opportunities in a wide variety of careers in business, education, government and nonprofit sectors. Their polished skills in oral and written communication are what employers look for when hiring. Social media, advertising, marketing and public relations, publishing, sales, human resources, fundraising, health promotions, and financial services are but a few of the many areas in which our graduates find employment. Any work that involves communicating, whether face to face or digitally, as its focal point is a potential career field. It is critical to identify an area of focus and then build experience and a portfolio of work products.

Regardless of your career choice, increase your marketability to employers through internships, responsible work experience, strong performance in the classroom, and involvement in college activities. Regular advising sessions with undergraduate advisors in Student Services will help you choose coursework that will bring your academic and career interests together.

For further information on careers in Communication:

- Go to Career Services at SC&I Newsletter, Advising, Jobs and Internship listings.
- Go to the University Career Services for Career Fairs, Resume Workshops and Advising.
- Explore resources by logging into your CareerKnight account (CareerShift, Going Global).
- See the Occupational Outlook Handbook for additional career information.
- Explore career options through Vault’s Career Insider using your Rutgers ID.
IMPORTANT STEPS TO TAKE ON YOUR CAREER PATH

Engage with your SUCCESS and move forward on your career path today!

Regular advising and conversations are critical to making career decisions. There are many paths to take and you will want to explore alternatives to find the right path for you. Employers are looking to hire people who are passionate about their work.

What are your passions? What makes you unique?

We all begin our career path exploration by beginning with a reflection on ourselves and what would make us happy in our work choices. Imagine where and with whom you wish to work. Consider the products or ideas that you want to represent. Your major will help you gain insight into your own interests. Use individual research projects and team assignments in your courses as a way to help you gain knowledge about your career choices.

Here is an outline for your path to SUCCESS:

Study your interests, know your passions:
- Complete the free online assessment Focus 2 and use these results to get started
- Schedule an advising appointment with University Career Services
- Schedule a Career Advising Session or come to weekly Drop in Sessions at SC&I

Understand and investigate your career options
- Begin to research the careers that appeal to you in your Focus 2 results
- Use Occupational Outlook to learn more about careers of interest (salary, requirements)

Coordinate your experiences (join groups, volunteer, jobs, and internships)
- Search for and join student organizations that reflect your interests
- Explore professional organizations you can join as a student member, build a network.

Craft a portfolio of samples to demonstrate your skills and passions
- Work on your LinkedIn profile and find ways to create a web presence
- Use your free access to lyndaCampus through SC&I to build your technical skills

Edit and refine your personal brand.
- Draft a resume, get feedback from Career Services at SC&I, University Career Services
- Create a new resume for each application inserting specific, unique details
- Find a sample resume on Career Services at SC&I

Sign up for Career Workshops, Panel Presentations, Career Expos and Fairs
- Don’t miss opportunities to practice your networking skills
- Be a visible member of your community, contacts lead to jobs!

Search in a wide range of career tools to find the one that works for you
- On CareerKnight home page use the free CareerShift and Going Global resources
- Keep up with new opportunities and resources every week on Career Services at SC&I
SAMPLE RESUME

YOUR NAME

Address
Address
Website or LinkedIn url here

Phone
Email

OBJECTIVE: The point of the objective is to insert the name of the position and company to demonstrate that resume is tailored to a specific ad. Make it specific to the position, not generic.

EDUCATION
Rutgers, The State University of NJ, New Brunswick 2016
BA: Major Include GPA/or Major GPA if 3.0 or better
Minor:

RELEVANT COURSEWORK
4 – 6 Courses in Columns Choose courses related to job ad
Demonstrate your skills with Alphabetical order will indicate that
Microsoft Office Suite You pay attention to details
Use “Page Layout” to create columns You can use 2 or 3 columns

EXPERIENCE This can be internships, paid and unpaid experience
Company, city, state dates
Your title
• Action verb short statement. DO NOT EXCEED 1 LINE PER BULLET
• New Action verb
Company, city, state dates
Your title
• New Action verb THERE IS NO MAGIC NUMBER OF BULLETS
• New Action verb YOU DON’T NEED TO INCLUDE EVERYTHING
Company, city, state dates
Your title
• New Action verb YOUR GOAL IS TO MATCH COMPANY NEEDS
• New Action verb USE THE JOB AD’S VOCABULARY

Activities
Organizations dates
Join/Follow organizations and groups that relate to your career goals
This also demonstrates your membership and leadership in communities

Skills
Microsoft Office Suite Facebook? WordPress?
List all apps you know Instagram? YouTube?
Other tech. skills? Snapchat? Twitter?
Adobe Illustrator?

References furnished on request. (Do not give away names of references until requested.)
RESUME TIPS

DO NOT EXCEED 1 PAGE (1 SIDED) IN YOUR RESUME.

Human Resources can spend less than 10 seconds on a resume. Imagine you are the HR person. Make sure they can see the information that relates to the position you are applying to. Help them hire you.

Dr. Coan’s 10 basic resume tips

1. Create/save a “master resume” file on your computer with all experiences and courses
   • Include a copy of your transcript with course titles and class projects
2. Develop each resume uniquely from that file to demonstrate your match to the position
   • Insert the name of the company into an objective “To contribute to X”
3. Limit your bullet points to a single line (demonstrate the ability to edit)
   • Start each line with an action verb and use vocabulary from the job ad
4. Avoid claiming “I am an excellent writer.” Instead demonstrate by writing excellently
   • Ask 5 people to proofread and find every little mistake (they are always there)
5. Gain technical skills to list on your resume for free at Lynda.com through SC&I. See:
   • http://comminfo.rutgers.edu/instructional-technology/lyndacampus-for-sc-i.html
6. Remember every app you use and take for granted is a skill you have
   • Check your devices to see what apps you know
7. Think of your resume as an advertisement, do not try to tell your whole life story
   • Leave some details for your cover letter and the interview
8. Limit yourself to one page, one inch margins all around, 12 point font.
   • Do not squeeze! Do not use miniature font. Demonstrate your design ability
9. Use vocabulary from the job or internship description in your resume and cover letter
   • Resumes are scanned for key terms, be sure you’ve inserted them
10. Take advantage of University Career Services and Career Services at SC&I
    • Get input on your resume and then choose what is right for you

Check out the Newsletter Page on Career Services at SC&I for more Career Tips.

Newsletter #14 What’s Your Passion? Use Focus 2 to learn about yourself.

Newsletter #18 CareerKnight Insider Tips Why you want to go there!

Newsletter #20 Teach Yourself Mad Skills! Free access to Lynda.com through SC&I
## A Sample of Potential Occupations

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Copywriter</td>
<td>Customer Relations Representative</td>
</tr>
<tr>
<td>Associate Publisher</td>
<td>Director of Corporate Communication</td>
</tr>
<tr>
<td>Audience Analyst</td>
<td>Digital Marketing Specialist</td>
</tr>
<tr>
<td>Blogger</td>
<td>Director, Investor Relations</td>
</tr>
<tr>
<td>Campaign Director</td>
<td>Editorial Director</td>
</tr>
<tr>
<td>Casting manager</td>
<td>Film Producer/Director</td>
</tr>
<tr>
<td>Communication Trainer</td>
<td>Foreign Relations Officer</td>
</tr>
<tr>
<td>Community Relations Director</td>
<td>Fundraiser</td>
</tr>
<tr>
<td>Community Relations Liaison</td>
<td>Human Resources Specialist</td>
</tr>
<tr>
<td>Consumer Advocate</td>
<td>Labor Relations Specialist</td>
</tr>
<tr>
<td>Corporate Public Affairs Specialist</td>
<td>Lobbyist</td>
</tr>
<tr>
<td>Creative Director</td>
<td>Management Trainee</td>
</tr>
<tr>
<td>Marketing Communication Director</td>
<td>Media Buyer/Planner</td>
</tr>
<tr>
<td>Media Relations Manager</td>
<td>Public Relations Manager</td>
</tr>
<tr>
<td>Mediator</td>
<td>Public Affairs Director</td>
</tr>
<tr>
<td>News Anchor</td>
<td>Publications Advisor</td>
</tr>
<tr>
<td>News Director</td>
<td>Publicity Manager</td>
</tr>
<tr>
<td>News Supervisor</td>
<td>Research and Editorial Specialist</td>
</tr>
<tr>
<td>News Director</td>
<td>Sales Representative</td>
</tr>
<tr>
<td>News Director</td>
<td>Social Media Expert</td>
</tr>
<tr>
<td>News Supervisor</td>
<td>Writer</td>
</tr>
<tr>
<td>News Anchor</td>
<td>Reporter</td>
</tr>
<tr>
<td>News Supervisor</td>
<td>Writer</td>
</tr>
</tbody>
</table>

## A Sample of Types of Employers

### Global and National Private and Non-profit Organizations

- **Advertising Agencies**
  - Financial Institutions
  - Libraries/Museums
- **Book Publishers**
  - Health Organizations
  - Magazines
- **Community-based Organizations**
  - HMO's
  - Management/Consulting Firms
- **Educational Organizations**
  - Hospitals
  - Newspapers
- **Entertainment Firms**
  - Investment Firms
  - Pharmaceutical Companies
- **Film Companies**
  - Labor Unions
  - Professional Associations
- **Government Agencies**
  - Cultural Affairs
  - National Archives
  - National Endowment for the Humanities
  - National Telecommunications and Information Administration
  - Public Health Agencies
  - Small Business Administration
  - U.S. Information Agency
  - Voice of America
- **Radio Stations**
  - Retail Stores
  - Social Media Firms
- **Social Media Firms**
  - Telecommunications Firms
- **Television Stations**
### Examples Jobs of Communication Graduates

<table>
<thead>
<tr>
<th>Position</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive at Mastro Communications</td>
<td>Learning for Development Training Coordinator at L’Oréal</td>
</tr>
<tr>
<td>Account Executive at Spanish Broadcasting System</td>
<td>Mailroom Clerk at Creative Artists Agency</td>
</tr>
<tr>
<td>Account Manager at Coca Cola Refreshments</td>
<td>Marketing Communication Intern Sivantos Group</td>
</tr>
<tr>
<td>Accounts Coordinator at Dxagency</td>
<td>Media Intel Coordinator at Comcast Spotlight</td>
</tr>
<tr>
<td>Assistant Planner at Bed Bath &amp; Beyond</td>
<td>Production Assistant at REVOLT Media &amp; TV</td>
</tr>
<tr>
<td>Assistant Strategist at OMD USA</td>
<td>Program Services Assistant at Make-A-Wish New Jersey</td>
</tr>
<tr>
<td>Associate Account Coordinator at The DSM Group</td>
<td>Public Relations Assistant/Intern at JFK Communications</td>
</tr>
<tr>
<td>Brand Ambassador at Advanced Sleep Solutions LLC</td>
<td>Recruiter at Aerotek</td>
</tr>
<tr>
<td>Centralized and Corporate Recruiter at American Cancer Society</td>
<td>Regional Sales Representative at Vantage Apparel</td>
</tr>
<tr>
<td>Communications Intern at Friends of the High Line</td>
<td>Sales Account Executive at Yelp</td>
</tr>
<tr>
<td>Consumer Advocate at L’Oréal</td>
<td>Sales and Marketing Coordinator at HRA – Healthcare Research &amp; Analytics</td>
</tr>
<tr>
<td>Digital Marketing at Brother International Corporation</td>
<td>Sales Intern at Knowledgent</td>
</tr>
<tr>
<td>Digital Product Manager at Ziff Davis</td>
<td>Small Business Consultant at ADP</td>
</tr>
<tr>
<td>Financial Reporting Analyst at MetTel</td>
<td>Standards Coordinator at Hydraulics Institute</td>
</tr>
<tr>
<td>Freelance Master Control Operator News 12 New Jersey</td>
<td>Talent Acquisition Manager at ASCAP</td>
</tr>
<tr>
<td>Internal Communications Intern Robert Wood Johnson Foundation</td>
<td>Vice President, Ketchum Public Relations</td>
</tr>
</tbody>
</table>

### Examples of Graduate Schools Attended

<table>
<thead>
<tr>
<th>School Name</th>
<th>Graduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>American University, JD, International Family Law</td>
<td>Rutgers University, MCIS</td>
</tr>
<tr>
<td>Boston University, PhD., Public Relations</td>
<td>Rutgers University, Ph.D., Communication</td>
</tr>
<tr>
<td>Michigan State University, PhD, Communication</td>
<td>Shippensburg University, MA, Communication</td>
</tr>
<tr>
<td>Rutgers University, MA, Public Administration</td>
<td>Villanova University, Med, School Counseling</td>
</tr>
</tbody>
</table>

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**DEPARTMENT FACULTY AND STAFF**

*CI* = School of Communication & Information, 4 Huntington Street, CAC  
*D* = DeWitt House, 185 College Avenue, CAC  
*HU* = Huntington House, 184 College Avenue, CAC  
*An* = SC&I Annex, A or B, 192 College Avenue, CAC

*All phone numbers are (848)-932-XXXX, with the last 4 digits listed below. All extensions represent the last 4 digits of the following phone number: (848)-932-XXXX. For office hours, courses taught and personal web pages, visit [www.comminfo.rutgers.edu](http://www.comminfo.rutgers.edu) and select Faculty.*

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Other Information</th>
<th>E-Mail</th>
<th>Office</th>
<th>Phone*</th>
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<td>7125</td>
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<td>7127</td>
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<td>8729</td>
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<tr>
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