The Communication major prepares undergraduate students for the future in two ways. First, students prepare themselves to become professional communicators. The professional communicator role involves, but is not limited to, public relations, investor relations, human resources, community relations, crisis management, and governmental or legislative relations. Second, students also prepare themselves to make contributions to various organizations and contexts from a communication perspective. Students have the opportunity to develop special knowledge and skills with regard to conflict, groups, leadership, relationships, intercultural communication, argumentation, and political campaigns.

Undergraduate courses of study available under the Communication Major:

Growing recognition of the central role human interaction plays in the effectiveness and efficiency of organizations of all kinds has created an expanding job market for communication trained professionals. The School of Communication at Radford University has positioned itself to be responsive to this demand by offering two options within the major: Public Relations and Communication Studies.

The Public Relations concentration prepares students for positions as professional communicators in business, government, associations, health care, public relations firms, educational, and cultural organizations. Professional communicators scan the organizational environment, identify problems, identify solutions to problems, analyze audiences, design and execute message campaigns, and counsel other members of management concerning strategic communication. The curriculum is designed to provide students with a balance of technical communication skills and theoretical knowledge necessary to make them competitive for entry-level positions and to prepare students for a career as a professional communicator. The Public Relations concentration is certified by the Public Relations Society of America. Our program is one of only 34 programs certified in the United States.

The Communication Studies concentration prepares students for positions as professional communicators in both the private and public sectors. Students may choose to focus more heavily on corporate communication at the management level; these students may wish to select classes that provide skills and knowledge related to leadership, conflict management, and communication training. Students may also choose to focus more heavily on public advocacy in both for-profit and non-profit organizations and develop skills and knowledge related to employing public argumentation to influence cultural, social, and political debate and policy; these students may wish to select classes that provide training and skills in critical analysis, argumentation and advocacy, and social change.

Internships
The program offers a variety of internship experiences ranging from work with on-campus offices to experience with national and international organizations. The internship is important for two reasons. First, the internship offers an important opportunity to apply classroom skills and knowledge to practical situations. Second, the internship experience provides important networking opportunities that ease the transition between university life and the world of work. Students may complete more than one internship experience and may earn a maximum of six hours of credit for internships.
Extracurricular Activities

Lambda Pi Eta is the National Communication Association’s communication honor society, and is open to all students in the School of Communication who meet the national requirements for membership.

Students can also join the Public Relations Student Society of America (PRSSA), founded by the national PRSA. Its purpose is to cultivate mutually advantageous relationships between students interested in the field and professional public relations practitioners.

Students can take advantage of the Society’s numerous national programs, gain exposure to professional development, leadership development, educational and networking opportunities.

Opportunity for an Accelerated Master’s Degree in Strategic Communication

The M.S. degree in Strategic Communication is an applied degree designed to prepare students for a variety of careers in the public and private sector.

Students will be prepared to seek careers as communication professionals in human services and management positions, as public relations specialists and as training/development coordinators. Students who qualify may apply to the Accelerated Program as undergraduates.

Transfer Opportunities

Students wishing to transfer from the VCCS should complete an Associate of Arts, Associate of Science, or Associate of Arts & Science degree and include courses that will transfer to RU as Core Curriculum courses. (check our transfer information at www.radford.edu/registrar "Transfer Credits link").