

Degrees Available at SIUE

- Bachelor of Arts in Applied Communication Studies
- Bachelor of Science in Applied Communication Studies

Specializations

- Corporate and Organizational Communication
- Interpersonal Communication
- Public Relations

Applied Communication Studies at SIUE

The study of communication involves the development of theories and research tools to analyze, explain and improve human interaction. The applied communication studies program is offered in the College of Arts and Sciences through the Department of Applied Communication Studies. Departmental courses focus on two-person interaction, small-group decision making, communication patterns in organizations and other complex systems, public relations, and speaker-audience interaction in public speaking.

Career Opportunities

In America, employers increasingly recognize the need for more effective communication. As a result, job opportunities for graduates trained in applied communication studies are prevalent in business and industry, government agencies, educational systems, non-profit organizations, and community-based resource centers. Graduates often have several career choices. Examples of communication careers departmental graduates have entered are: teaching and administration; management, training and consulting in organizations; public relations; human relations and employee assistance programs; sales; and government service. Graduates find employment in various types of for-profit and nonprofit organizations locally, regionally, nationally and internationally. Applied communication is also an in-demand minor for students majoring in areas such as, business, mass communications, political science and sociology. Our graduates are also well-prepared for graduate school.

Hands-On Learning

At SIUE, students are encouraged to put their newly acquired skills to work through hands-on activities, service learning and guided internships. Students have the opportunity to work with actual clients on projects in various courses and through the Senior Assignment. At SIUE, we are committed to helping undergraduate majors identify jobs and work environments for which they are best suited, help students select appropriate internships, and help guide students in the selection of minors and elective courses to complement the applied communications studies major.

Faculty**Chair**

E. Duff Wrobbel, PhD
1994, University of Texas at Austin

Alicia L. Alexander, PhD
2004, University of Texas at Austin

Stephanie Batson, MS
2005, North Carolina State University

Komie Bumpers, MA
2000, Southern Illinois University Edwardsville

Jocelyn M. DeGroot, PhD
2009, Ohio University

Renee Fussell, MA
1991, Southern Illinois University Edwardsville

Diane Hayes, PhD
2006, Southern Illinois University Edwardsville

Wai Hsien Cheah, PhD
2004, University of Kentucky

Min Liu, PhD

2006, North Dakota State University

Sorin Nastasia, PhD

2010, University of North Dakota

Zachary A. Schaefer, PhD

2010, Texas A&M University

Deborah Sellnow-Richmond, PhD

2016, Wayne State University

Lacey Sonderegger, MA

2009, Southern Illinois University Edwardsville

Tara Thornton, MA

2000, Southern Illinois University Edwardsville

Sarah H. VanSlette, PhD

2006, Purdue University



Sample Four-Year Curriculum

Fall Semester

Spring Semester

	Fall Semester	Spring Semester
Year 1	ACS 101 Public Speaking 3 ENG 101 Composition 3 RA 101 Reasoning & Argumentation 3 Breadth Fine & Performing Arts (BFPA) 3 Breadth Humanities (BHUM) 3 Total Credits 15	ACS 103 Interpersonal Communication (EUSC/BICS) 3 ENG 102 Composition 3 QR 101, MATH 150 or Higher 3 Elective 3 Breadth Life Science (BLS) 3 Total Credits 15
Year 2	ACS 200 (BICS), ACS 201 (BSS), ACS 203, or ACS 213 (BICS) 3 ACS Track Requirement (or recommended ACS elective) 3 Physical Science (BPS) 3 Health Experience (EH) 3 Breadth Life, Physical or Social Science with a lab (EL) 3 Total Credits 15	ACS 200 (BICS), ACS 201 (BSS), ACS 203, or ACS 213 (BICS) 3 ACS Track Requirement (or recommended ACS elective) 3 Breadth Life, Physical or Social Science with a lab (EL) 3 Breadth Life, Physical, Social Science or Experience Global Cultures 3 Elective 3 Total Credits 15
Year 3	ACS 329 (BSS) or ACS 330 (BSS) 3 ACS Track Requirement (or recommended ACS elective) 3 ACS Track Requirement (or recommended ACS elective) 3 Interdisciplinary Studies (IS) 3 Minor 3 Total Credits 15	ACS 329 (BSS) or ACS 330 (BSS) 3 ACS Track Requirement (or recommended ACS elective) 3 ACS Track Requirement (or recommended ACS elective) 3 Minor 3 Minor 3 Total Credits 15
Year 4	ACS Track Requirement (or recommended ACS elective) 3 Breadth Life, Physical or Social Science 3 Elective 3 Elective 3 Minor 3 Minor 3 Total Credits 18	Senior Project: ACS 409 (Corporate and Organizational Comm. track), 424 (Interpersonal Comm. track) or ACS 415 (Public Relations track) 3 Elective 3 Elective 3 Elective/Minor 3 Minor 3 Total Credits 14

NOTES – Students wishing to obtain a Bachelor of Arts degree must take two (2) semesters of the same foreign language, as well as four (4) additional courses in fine and performing arts and humanities.

Transfer Students To maximize your transfer experience, complete the **bolded** courses/requirements pre-transfer **AND** satisfy either the Illinois Articulation Initiative (IAI) General Ed Core or receive an AA, AS, or AAT (early childhood, special ed or math) degree from an IAI community college. If 'Minor' requirements are shown, discuss careful course selection with the academic advising contact. Transfer Credit Equivalency Guides are located at siue.edu/transfer.

Admission Requirements

To be admitted to the Bachelor of Science or Bachelor of Arts program, students must:

- Complete ACS 101 Public Speaking (or equivalent) with a grade of C or better.
- Complete ACS 103 Interpersonal Communication Skills (or equivalent) with a grade of C or better.
- Attain a cumulative grade point average (GPA) of at least 2.0 on a 4.0 scale.

Graduation Requirements

- Complete all general education and specific program/track requirements.
- Complete all requirements for academic minor.
- ACS majors must receive a grade of C or higher in ACS 329 and ACS 330.
 - Students in the public relations track must receive a grade of C or higher in ACS 213 and ACS 313.
- Have a grade point average (GPA) of 2.0 or above on a 4.0 scale for coursework completed at SIUE.
- File an Application for Graduation by the first day of the term in which you plan to graduate.
- For Bachelor of Arts: Complete eight (8) hours of the same foreign language, as well as four (4) courses in fine and performing arts in lieu of four (4) life, physical or social science courses. Refer to the General Education section of the catalog for specific requirements.

Contact Information

Department of Applied Communication Studies
 College of Arts and Sciences
 Phone: 618-650-3090