



COM 101: Introduction to Communication and College Success

Strategies and resources that promote college success are explored and applied to communication in this foundational course for communication majors. Students explore the fundamentals of human communication, especially the process of exchanging meaning. The course also examines aspects of communication including theory, interpersonal, nonverbal, mass media and organizational communication, and the impact of emerging technologies on communication. Students examine careers in the field, acquire technical competencies needed to be successful in communication, and conduct both academic and internet research. Prerequisite: ENG 101. Three lecture hours per week. Gen. Ed. Competencies Met: Critical Thinking, Information Literacy, and Written Communication. 3 credits Fall, Spring

Course Student Learning Outcomes

1. Define communication within the context of intrapersonal, interpersonal, public speaking and mass communication. 2. Analyze strengths and challenges of verbal and nonverbal communication. 3. Examine ethical issues related to human communication. 4. Describe potential career options in the field of communication. 5. Apply available college-based technology services. 6. Explain what is expected of a college student as outlined in the BCC student handbook and college catalogue.

Credits: 3

Program: Communication