

IOWA STATE UNIVERSITY

Professional Communication

Advertising
Communication Studies
English
Graphic Design

Journalism and
Mass Communication
Linguistics
Marketing

Speech Communication
Technical Communication
World Languages and Cultures

Iowa State University has more than 100 majors that provide virtually unlimited academic opportunities. In this brochure you'll find information about your specific area of interest and a family of related majors that you may want to explore during your adventure here at Iowa State. Please use the contact information listed inside and let us help you discover your passions, unlock your potential, and **enjoy the adventure.**

Words to the wise

Whether your interest lies in public relations, technical or creative writing, education, or foreign languages, your studies at Iowa State will prepare you for the world of professional communication.

National studies about workplace correspondence indicate that employers value communication skills as much as or more than any technical or scientific skills you bring to the job.

Your communication background supports your work in any field where writing, design, or speaking is required. Many students secure positions such as technical writer, journalist, speech writer, politician, minister, translator, retailer, and teacher. Because advanced communication skills are valued in any company, you may consider complementing another degree program with a communication major or minor.

Can we talk?

We've built a reputation on it!

Iowa State's faculty have a history of achieving some of the most prestigious accomplishments

in their fields. Among those accomplishments: a Pulitzer Prize for editorial writing, a national teaching award for work in advertising and new communication technologies, six National Council of Teachers of English Awards for the best scholarly articles in technical communication, two awards for the best books in technical/professional communication, editor of the most prestigious journal in technical communication, and five American Business Communication Awards.

Our graduates include Pulitzer Prize winners, the editor of the Wall Street Journal, directors, producers, authors, reporters, and public relations and advertising leaders.

You will learn from faculty actively participating in determining the future of communication, especially in the areas of electronic media and communication technologies.

How will you tap into the lines of communication?

Faculty serve as mentors as you develop your own interests. Many programs utilize industry resources to provide you with a market perspective. Several programs require

internships and work to place you with companies that may be difficult to access as a job applicant. These connections follow you through your professional career.

Catch the wave to your future

At Iowa State you have access to the latest educational technologies, so you can be competitive in a job market where the international trend is to utilize electronic media as the preferred method for conducting business activities.

Our Greenlee School of Journalism and Communication has two fully equipped television studios. Almost every building on campus is equipped with student computer laboratories, which feature the latest hardware and software for written and visual communication.

Professional Communication

Advertising

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Iowa State University offers one of only 15 accredited advertising majors nationally. As an advertising major you will gain knowledge in a variety of areas including graphic and web design, multimedia production, copy writing, media planning, advertising sales, and strategic communication.

Our faculty members have industry experience and are award-winning mass communicators. You will also have opportunities outside the classroom, including

the Iowa State Daily's advertising department, the Ad Club, Cardinal and Gold Agency, national advertising competition teams, and much more.

The program prepares students for internships with a wide variety of private businesses, media outlets, advertising agencies, and marketing firms. Student organization and internship experiences also help our students secure jobs after graduation.

Communication Studies

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As a communication studies major, you will learn about the role that communication plays in creating and managing interpersonal interactions in both personal and professional contexts.

Your coursework will cover topics such as the role of communication in developing and maintaining interpersonal relationships, how nonverbal communication affects our interactions and understanding of others, strategies for managing personal and organizational conflicts, the complexities of communication in organizational life, communication associated with effective leadership, how communication affects a group's problem solving effectiveness, how we manage relationships through the use of computer mediated communication, and

strategies for effective communication in training and development.

General areas where communication studies graduates are employed include human resources, training and development, corporate communication, sales, public relations, retail management, customer and guest relations, education, and event planning.

A degree in communication studies also serves as a foundation in graduate education in such areas as law, public administration, business administration, international and intercultural relations, and communication studies.

English

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As an English major you will study British, American, and multicultural literatures as well as the structure of the English language, rhetorical analyses, theory and multiple possibilities in creative writing. You may also choose to pursue English Education to become a middle school or high school English teacher. Additionally, Iowa State's program in rhetoric and professional communication has been recognized as a leader in breaking new ground.

With a major in English you may work as a human resource trainer, technical writer, translator, teacher,

literary editor, television scriptwriter, or marketing and advertising professional, or go abroad to teach English to non-native speakers.

If you are a creative writer, you will have the opportunity to take courses in poetry, fiction, creative nonfiction, playwriting, or multi-genre advanced workshop.

You may also choose to go on to graduate study in the humanities or professional programs in law or medicine, or an MFA program in creative writing.

Graphic Design

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As a graphic design major you will learn how to artistically display type and image in order to interest, inform, persuade, or sell. As a planner and producer, you will analyze a client's objectives, study the market and existing design in the same field, and use art to create visual products that enhance or define a client's image.

As a freshman you will be designated an art major; after one year of study at Iowa State, you will apply to

the graphic design program, where admission is based on faculty review of portfolio work and grade point average.

Your coursework includes experience in printed and electronic media, design education, communication, and studio art, which will prepare you for a variety of employment positions in publishing groups, art departments, design, or advertising firms.

Journalism and Mass Communication

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One of the longest accredited journalism programs in the country, the Greenlee School of Journalism and Communication is ranked among the top journalism programs in the nation.

The journalism and mass communication major will prepare you for careers in fields such as online media, newspapers, broadcast, photojournalism, magazines, design, science communication and many others.

Our faculty members have industry experience and are award-winning mass communicators, including a Pulitzer Prize winner. Many of our students compete against other top schools and win national awards.

Our required internship gives you the opportunity to practice your skills at leading media and communication organizations. Students complete internships at organizations including Meredith, Cosmopolitan, Rolling Stone, Allure, KCCI-TV, the Scripps Wire Service, The Washington Post, and Gannett just to name a few. Student media and internship experiences also help our students secure jobs after graduation.

Linguistics

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Linguistics majors study the structure, meaning, uses, and history of human languages; gain insight into how language is processed by the human mind and by computers; learn about cultural and linguistic diversity through the study of how language reflects people's world views; and discover how language reflects unique characteristics of humanity. Majors learn how to analyze language and apply their knowledge to special areas of interest such as how people learn and assess foreign languages, how computers process

human language, and the study of communication disorders.

A linguistics degree from Iowa State will provide the basis for careers in academic and non-academic areas such as language documentation, language teaching and assessment, computational analysis of language, speech pathology, translation, law and government work.

Marketing

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Want to know why one brand is more successful than its competitors? Learn how to effectively sell your ideas or products to a potential client? Analyze a customer base to decide which promotion will work best? Well, a career in marketing is for you.

Our professors will teach you how to increase demand for a product, how to increase recognition, and how to keep it relevant. And they bring real experiences into their courses. What you learn in the classroom will help you shine outside it, during your internship opportunities. Preparing you for a bright future, no

matter which area of marketing you work in after graduation.

When graduates start making companies look good, the word gets out fast. It's why companies like Wells Fargo, Target, and Workiva come to campus to recruit. They're looking for the next awesome marketing professional.

Public Relations

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Public relations is one of the fastest growing career fields in the United States. The U.S. Bureau of Labor reports that employment in public relations is expected to grow 23 percent by 2020. Public relations is also among the highest paying careers within the field of communications. The growth in public relations is fostered by the need for organizations to maintain public image in a rapidly changing digital age.

Iowa State's public relations major includes a rigorous internship program that offers opportunities all over the country, and is home to the award-winning Barb Riedesel Iverson chapter of the Public Relations Student Society of America (PRSSA) which offers students an opportunity to practice public relations through various competitions and service projects.

Speech Communication

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Practical, flexible, and friendly are the terms speech communication majors use to describe their major.

As a speech communication major you will explore how language is used to create social change, study theories of communication to see how they help us make sense of everyday life, and practice a broad range of communication skills learning to create and adapt messages for different audiences within various contexts. You will also develop strong people skills, become more confident as you prepare and deliver presentations, enhance your listening skills, learn to assess the quality of arguments and other forms of public discourse.

Your coursework will include studies in public speaking, the history and composition of great speeches, business and professional speaking, persuasion, argumentation, speech criticism, political communication, and rhetorical theory.

A degree in speech communication will prepare you for future employment in human resource management, training and development, recruitment, non-profit organizations, sales, retail management, event planning, government service, and education, as well as for further education in graduate school, law school, or the seminary.

Technical Communication

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Technical communication is any type of communication we use to educate or inform, including websites, memos, reports, proposals, marketing materials, and presentations. A major in technical communication will prepare you to write, present, and interact in any professional situation—you will learn how people communicate in print and online, how they collaborate, and how they interact in the workplace.

Your coursework will focus on principles, practices, and technologies in the workplace, including studies in computer applications. You will also learn about the

structure and conventions of written, visual, and oral language. Summer or semester internships develop skills that you cannot learn in the classroom alone.

Research reveals that employers prize communication skills as much as technical skills, so a major or minor in this field will enhance any career path you choose. A degree in technical communication will prepare you for employment in areas such as engineering, health care, banking and insurance, environmental sciences, computer programming, and product development.

World Languages and Cultures

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Iowa State provides you with the opportunity to learn American Sign Language, Arabic, Chinese, French, German, Russian, Spanish, Latin, and classical Greek. You may also take professional communication courses in modern world languages or courses in classical studies. Study abroad programs are available across the world including France, Germany, Greece, Russia, Spain, and Latin America, either as direct programs or in cooperation with other colleges at ISU and the Study Abroad Office.

If your first major is in the colleges of Agriculture and Life Sciences, Business, or Engineering, you may choose to take advantage of the department's second major concentration in Languages and Cultures for Professions (LCP), which is designed to provide training in professional communication in the target language, internships, and study abroad. All of our majors and minors will increase your understanding

of contemporary political, social, and cultural issues in countries and regions in which the target language is spoken. You may also pursue teacher licensure in our major language concentrations (French, German, and Spanish).

Studying world languages and cultures at Iowa State can complement a primary major in many professional fields including agriculture, business, and engineering, or better prepare you for a career in education, criminal justice, foreign service, journalism, the military, psychology and social services, or the Peace Corps.

The department will work with you to design a major or minor, including study abroad, that fits your interests and educational goals. The department also houses the Classical Studies Program and the International Studies program.

Professional Communication

Honors and awards

Contributing to Iowa State's image of expertise and excellence is its legacy of award-winning faculty, including Pulitzer Prize recipients, Fulbright scholars, and National Endowment for the Arts grant recipients.

Iowa State's Greenlee School of Journalism and Communication, ranked in the top one third of 100 accredited programs in the United States, is one of only 12 named programs in the country. Award-winning journalism and advertising faculty with professional expertise and solid research experience specialize in national, international, and technical communications.

With a \$1.5 million gift from John Pappajohn, Iowa State established the Pappajohn Center for Entrepreneurship, which is based in the College of Business and facilitates collaborative efforts with the Colleges of Engineering, Agriculture and Life Sciences, and Veterinary Medicine. The center provides unique opportunities for you to work as a communications consultant with pioneering businesses at their start-up phase.

Regardless of what medium you choose to work with, you will find a place at Iowa State to develop your skills and talents.

Internships and travel

Internships encourage students to practice and apply what they learn. They also afford a unique opportunity for you to establish a network of professional contacts as you make decisions about your future.

Iowa State's career services maintain listings of companies that provide internships and offer experiential learning opportunities.

Each year more than 400 professional communications students take advantage of internship opportunities, providing them experiences in advertising, public relations,

journalism, marketing, and technical communication that enhance employment opportunities. Many of the programs listed in this brochure offer supervised off-campus internship and teaching programs. Some departments also facilitate travel-study programs. The Agricultural Communication Program offers a travel-study course in Costa Rica. Such programs provide you with another opportunity to experience and observe practicing professionals in your field.

Technical communications in a technical world

You will find that Iowa State's expertise in the study and development of science and technology enhances your educational experience.

A competitive job market demands that employees possess at least a working knowledge of communication technologies. In fact, Iowa State's undergraduates have consistently reported that their coursework in technical communications and their use of state-of-the-art technologies have optimized their employment potential.

All communications programs listed in this brochure offer courses that expose you to competitive technologies in your field.

Unique opportunities

As an Iowa State undergraduate, you will have the option of participating in a wide variety of social, academic, and professional activities outside of the classroom. These activities often create lasting professional and personal support systems. Some of these activities may include:

- Student newspaper and magazines—opportunities for you to publish your work: Iowa State Daily, Ethos, Sketch, and Uhuru

- ISUtv—viewed on campus and throughout the city of Ames
- Specialized writing and computer labs—including math and computer labs outfitted with state-of-the-art hardware and software specific to areas of study and interest
- 3M Corporate Business Laboratory and the Pappajohn Center for Entrepreneurship—where students from different colleges work on real-work-world problems
- Society for Technical Communication—engaging you with workplace people and processes in professional conferences and scholarship competitions
- National advertising competitions—such as the American Advertising Federation (AAF) and National Agri-Marketing Association (NAMA), where you have the opportunity to work on corporate advertising campaigns

Student organizations

You will have many opportunities to join organizations that support your academic pursuits. Organizations include:

- Advertising Club
- Agricultural Communicators of Tomorrow (ACT)
- American Institute of Graphic Arts Student Chapter
- Business Council
- Communication Studies Club
- English Club
- Graphic Design Student Association
- Iowa State Daily
- Kappa Tau Alpha
- Marketing Club
- Multicultural Business Network
- National Agri-Marketing Association (NAMA)
- Public Relations Student Society of America (PRSSA)
- Society of Professional Journalists (SPJ)
- Society for Technical Communication

Iowa State University
Office of Admissions
100 Enrollment Services Center
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Phone: 515 294-5836
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Email: admissions@iastate.edu
Web: www.admissions.iastate.edu

Questions about admission

In addition to writing us at the address at left, we encourage you to visit our website, which features a course catalog, online application, and campus information.

Also, you can follow us on:



Preparing to do your best while in school

The best preparation continues to be a strong college preparatory program of study, which includes courses in English, mathematics, laboratory science, social studies, and foreign languages. If you intend to transfer credits from another institution, you may contact our Office of Admissions for assistance in selecting the best courses for your program of study.

Material in this brochure was accurate at the time of printing. For the most up-to-date information, visit our Web site at www.iastate.edu.

Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Office of Equal Opportunity and Compliance, 3280 Beardshear Hall, 515 294-7612.