



Communication Studies

What Can I Do With a Major in Communication?

Advertising
 Customer Relations
 Fund Raising
 Human Resources
 Labor Relations
 Management
 Marketing
 Public Relations
 Sales
 Special Events/Planning
 Speech Writer
 Communication Consultant
 Web Coordinator

Recent Internships

Students are required to complete internships, assisted by B-W's Office of Career Services. In recent years, students have worked for organizations such as:

Cleveland Cavaliers
 Make A Wish Foundation
 Tops
 Starbucks
 Sankota Fine Arts Plus
 Great Lakes Science Center
 WOIO/WUAB
 Alpha Alternative
 The Talent Group
 Marriot
 Posh Events
 Big Brothers/Big Sisters

Communication classes at Baldwin-Wallace College prepare students extensively in oral, written, and computer-mediated communication skills. Our courses provide a balance of theory and application. For example, communication studies students are required to complete an internship as part of the major. These internships have been valuable experiences in guiding the students in their pursuit of applying the knowledge they gain in the classroom to the workplace. Likewise, it enables the student to identify areas of interest to pursue after graduation.

DEPARTMENT HIGHLIGHTS

We are one of a few baccalaureate programs in the region that offers an intensive two-semester program geared toward research in communication studies. Students learn how to write a complete research investigation and are exposed to either SAS or SPSS statistical software used for analyzing their data. This prepares students for entry into graduate school and into the workforce since research is commonplace.

Communication studies students have presented their research at professional conferences such as the Eastern Communication Association and the Central States Communication Association. One student co-authored a publication in the journal, *Communication Research Reports*. Each semester, the communication students participate in the Social Sciences Poster session on campus. In the last few years we have had over 100 students attend various academic conferences.

Members of the communication studies department are actively involved with their scholarship on service provider/customer communication, teacher misbehaviors, teacher clarity, instructional communication, gender communication, and public relations. Our publications can be found in *Communication Quarterly*, *Communication Research Reports*, and *The Journal of Business Communication*.

Field trips and experiential learning are common within our curriculum. Students have many locations in which they can learn about diversity issues, such as the African-American museum or Little Italy.

OUTCOMES

The Communication Studies Department enrolls approximately 60 majors and has students who frequently double major and/or pursue a minor.

FACILITIES

The department has a twelve-station computer lab containing numerous programs (e.g., Access, Excel, Frontpage, Publisher, PowerPoint, SAS, SPSS). The classrooms contain media carts and projectors to assist students in presenting course-related projects.

ALUMNI

Baldwin Wallace alumni have had success in the following fields with their Communication Studies degree:

Account Executive
 Advertising Director
 Banker
 Editor
 General Manager
 Marketing Coordinator
 Public Relations Director
 Telecommunications Specialist
 Training Coordinator
 Vice-President of Marketing

SELECTED COURSES

Public Speaking

Interpersonal
Communication

Group Communication
and Leadership

Nonverbal Communication

Studies in Communication

Persuasion

Applied Studies in
Communication

Family Communication

Business and Professional
Speaking

Introduction to Communication
Research Methods

Capstone

*For a complete list of courses,
please consult the B-W
catalog at [www.bw.edu/
coursecatalog/courses/
comm/](http://www.bw.edu/coursecatalog/courses/comm/).*

DEGREE REQUIREMENTS

The Communication Studies **major** is designed to provide the student with the opportunity to develop applied communication skills within a framework of communication theory.

The major requires a minimum of 44 credits. Courses such as Public Speaking, Interpersonal Communication, Nonverbal Communication, Organizational Communication, Studies in Communication, are included in the curriculum. There is a minor program in Communication Studies and requires 18 credits earned.

*For detailed degree requirements, please consult the B-W catalog at [www.bw.edu/
coursecatalog/courses/scc](http://www.bw.edu/coursecatalog/courses/scc)*

DEPARTMENT AWARDS AND SCHOLARSHIPS

The following Scholarships are awarded on Honors Day that takes place in the spring semester. Among them:

- Edith A. White Scholarship
- Charles G. Irwin Scholarship
- Lambda Pi Eta, National Communication Honorary

STUDY ABROAD

Many of our majors choose to participate in study abroad options. We have had students spend a semester studying at a university in England, participate in the Seminar in Europe, Semester at Sea as well as the USA Study Tour. This exposure allows our students to be more competitive in the workforce since they have the international exposure that many companies seek.

DEPARTMENT FACULTY

Chas Koermer, Ph.D.

University of Nebraska at Lincoln.
Corporate culture and communication, communication research methods, communication theory, public speaking.

Sean Gilmore, Ph.D.

University of Illinois.
Interpersonal communication, family communication, intercultural communication, public relations.

Mary C. Toale, Ed.D.

West Virginia University.
Instructional communication, nonverbal communication, communication research methods, communication theory.

ADJUNCT FACULTY

Judi Lakner, M.A.

University of Akron
Intro to Human communication, persuasive campaigns, Business and professional speaking.

Wendy Bower, M.A.

Kent State University.
Interpersonal communication, public speaking.

Dianne Crossman, M.A.

Rollins College.
Public speaking, interpersonal and intercultural communication.

Sheila Peebles, M.A.

Kent State University.
Public speaking.

Angela Planisek, Ph. D.

Kent State University
Human Communication, group communication and leadership.

Gail Moore, Ph. D.

Kent State University
Public Speaking, group communication and leadership, family communication.

Joyce Laggan, M.A.

Interpersonal communication, gender and communication.

FACULTY FOCUS

Dr. Chas Koermer is an associate professor and chair of the Department of Communication and Theatre at Baldwin-Wallace College. His teaching interests include corporate culture and communication, communication research methods, communication theory, and public speaking. He is a member of the National Communication Association and the Eastern Communication Association. His research is on service provider-customer communication examining sociality. He has published articles in *Communication Quarterly* and *Communication Research Reports*. Dr. Chas, as referred to by his students, enjoys trout fishing, reading, collecting coins, and stamps. He and his wife Janice have three young boys.

Dr. Sean Gilmore is an associate professor in the Communication and Theatre Department. His courses include Public Relations, Public Speaking, Business and Professional Speaking, Interpersonal Communication, and Intercultural Communication. Dr. Gilmore has published or presented nationally 25 research projects on Communication. He has received seven teaching and speaking awards. His ideas on Communication have been highlighted on 12 radio and television programs including ABC's 20/20. Dr. Gilmore believes it's useful for students to learn both in- and outside the classroom.

Dr. Mary Toale is an assistant professor in the Department of Communication and Theatre. She is currently the past chair of the Instructional Practices Interest Group of the Eastern Communication Association (ECA), chair of the interpersonal communication interest group of ECA, and the current chair elect of the Instructional Development Division of the National Communication Association. Dr. Toale is also on the editorial review board for the regional journal, *Communication Quarterly*. She is also a member of the Speech Communication Association of Ohio (SCAO), the Speech Communication Association of Puerto Rico (SCAPR), the National Honor Society of Phi Kappa Phi, and the National Leadership Honor Society of Omicron Delta Kappa.

STUDENT EXPERIENCES

Andy M. graduated from BW in 2002. Upon graduation he successfully completed his M.A. in Communication Studies at West Virginia University. Andy is in the process of earning his Ph. D. in Communication Studies at Ohio State University.

Shayna P. graduated from B-W in December 2004, and is pursuing a Master's degree at the New School in New York City.

Jessica L. is a 2003 graduate in communication studies and chemistry, and is currently working in a laboratory.

Andy H. graduated in 2003 from B-W and he said, "The Baldwin-Wallace College Department of Communication Studies transcends education. The faculty have high expectations while maintaining a personal interest in student success. The curriculum blends theory and practice preparing graduates for Corporate America and the rigors of graduate school. Nothing but high, high marks for the Department of Communication Studies. My supervisor and graduate school peers were amazed at B-W's undergraduate Communication Studies Department. CST is ahead of the curve!".

Stacie T. graduated in 2004 and is working at the Cleveland Clinic in their Human Resources Department.

Brian M. graduated from B-W in 2003, he currently owns and operates a small business in Berea, Ohio.

Natalie W. is a 2003 B-W graduate, she is currently pursuing a Master's degree at Kent State University.

Karen K. graduated from B-W in 2002. She is currently working at Kappus Company.

Jamillet B. graduated in 2003 and recently returned from Las Vegas after training employees.

Andy D. a 2002 B-W graduate, has earned his M.A. from W.V.U and is pursuing his doctoral degree from Utah State University.

Dan W. graduated in 2004 and currently works as an associate at Laird Plastics in Pittsburgh.