

International Communication
Bachelor of Arts
2024-2025

General Areas of Service:

International communication specialists are relied on by organizations to handle international media, community, consumer, industry, and governmental relations. Employment opportunities exist in government organizations, international businesses, public relations firms, advertising agencies, hospitals, healthcare organizations, universities, radio/TV stations, social service agencies, refugee centers, church missions, Peace Corps, and private & public businesses. The United Nations and the U.S. Department of State employ people fluent in foreign languages and familiar with other cultures, both in the U.S. and abroad.

Professional Training:

International communication specialists need a broad liberal arts education and experience in a multi-cultural environment. Demonstrated skills and aptitudes for writing, public speaking, foreign language, and an interest in people and cultures are essential. Effective communication skills, flexibility, teamwork, cultural awareness, and the ability to work under pressure are prerequisites for success.

Denominational Opportunities:

As the church continues to grow and flourish internationally, the need for multi-lingual communication specialists is increasing. Employment opportunities are available in conferences, union and division offices, publishing houses, Adventist World Radio, mission activities, and other areas requiring international communication services.

Job Outlook:

Careers in international communication are continually being created and defined, and a variety of job titles relate to International Communication. According to the Bureau of Labor Statistics (BLS), "the number of U.S. firms expanding abroad and the number of foreign companies operating in the United States has been growing ... and increasing the demand for globally minded employees." You'll have an opportunity to identify the communication niche that you are most interested in filling. (See www.bls.gov)

Earnings: Salary will depend on chosen career path and experience. In their May 2021 salary survey, the Bureau of Labor Statistics reports the median annual wage for public relations specialists as ranging from \$61,900 to \$66,320. Other relevant titles could include community relations managers, integrated marketing managers, or government affairs specialists, with a range of earnings of between \$37,020-\$124,620. (See www.bls.gov)

Note:

A minimum of two quarters studying abroad is required for this degree. If a full year is taken abroad, language fluency is more likely to be achieved, but additional quarters may be required to complete this degree. Fluency in a foreign language is recommended for this degree and a year abroad is ideal. See the bulletin and your department advisor for more details.

Before graduation, all students must complete an international internship.

**DEPARTMENT OF
COMMUNICATION**

Canaday Technology Center
(509) 527-2832

Websites

[Walla Walla University](#)
[University Bulletin](#)

[Communication Department](#)

Faculty

Chair
[Nancy Semotiuk](#)

Advisors
[Linda Crumley](#)

Professional Organizations

[International Association of Business
Communicators](#)

[Public Relations Society of America](#)

Suggested Degree Path

TOTAL CREDITS REQUIRED: 192 cr. GENERAL STUDIES REQUIREMENTS: 66 cr. [See the Undergraduate Bulletin for Details](#)

The chart below details one suggested path a student may take to complete a bachelor's degree in International Communication.

All B.A. degrees require a minor

Cognates are listed in *italics*.

Freshman Year

Fall Courses	Hours
Foreign Language	4
Social Science Option (ANTH 225 OR SOCI 236)	4
College Writing I (ENGL 121)	3
Colloquium (COMM 495)	0
Essentials Of Filmmaking (COMM/VISF 135)	4
General Studies	5
Total	16

Winter Courses	Hours
Foreign Language	4
College Writing II (ENGL 122)	3
Fundamentals of Speech Comm. (SPCH 101)	4
Colloquium (COMM 495)	0
General Studies Math	4
General Studies/Electives	1
Total	16

Spring Courses	Hours
Foreign Language	4
Media and Culture (COMM 145)	4
Research Writing (ENGL 223)	3
Colloquium (COMM 495)	0
General Studies	5
Total	16

Sophomore Year

Fall Courses	Hours
Year Abroad	12-16
*Internship (COMM 490)	0-4
Total	16

Winter Courses	Hours
Year Abroad	12-16
Total	16

Spring Courses	Hours
Year Abroad	12-16
<i>Essentials of Filmmaking</i> (COMM/VISF 135)	4
Total	16

Walla Walla University. It is your responsibility to make sure the courses you take during your study abroad experience meet your educational goals. Your advisor is glad to help you choose wisely if you ask. A full year of study abroad is recommended to enhance language ability and cultural understanding, but some students may need an extra quarter to graduate with all requirements. Consult with a language faculty advisor prior to planning study abroad.

*[COMM 495](#): Four Colloquium Required

Junior Year

Fall Courses	Hours
Communication Theory (COMM 475)	3
Public Relations (PREL 481 OR MKTG 481)	4
Colloquium (COMM 495)	0
Media Writing (JOUR 245)	4
General Studies	5
Total	16

Winter Courses	Hours
Communication Research I (COMM 496)	3
Multicultural Communication (COMM 325)	3
World Religions (RELH 303)	4
Writing for Public Relations (PREL 350) (recommended)	3
Colloquium (COMM 495)	0
General Studies	3
Total	16

Spring Courses	Hours
Communication Research II (COMM 497)	1
Colloquium (COMM 495)	0
Small Group Communication (SPCH 207)	4
General Studies	9
Total	14

Senior Year

Fall Courses	Hours
Multicultural Literature Analysis (LANG 405)	4
Senior Project (COMM 487)	1
Colloquium (COMM 495)	0
General Studies	11
Total	16

Winter Courses	Hours
Colloquium (COMM 495)	0
General Studies	16
Total	16

Spring Courses	Hours
Colloquium (COMM 495)	0
Strategies for Fundraising (PREL 333)	4
Social Media Strategies (PREL 349)	Or 3
General Studies	12
Total	16
+ Offered even years only	- Offered odd years only

*This is an international internship to be completed in a country where the language of emphasis is spoken. Additional coursework required if completed in the United States.

Articulation Requirements: (see [Bulletin](#) for details) Each ACA campus has certain classes that count for major, minor, general studies, or elective credit at

Office of Academic Advisement

Canaday Technology Center, Room 311 • (800) 558-2132 • (509) 527-2132