



First Year					
First Semester			Second Semester		
10-111	Composition I	3	10-112	Composition II	3
29-102	Fund. Of Oral Communication	3	33-155/56	American Experience	3
29-210	Communication Theory**	3	29-230	Public Speaking	3
77-101	University Seminar	1		Life Science and Lab	4
	Math Requirement – Statistics*	3		Fine Art Requirement	3
<b>Total Hours</b>		<b>13</b>	<b>Total Hours</b>		<b>16</b>
Second Year					
First Semester			Second Semester		
29-225	Intercultural Communication	3		Western Experiences (Intro to Rhetoric***)	3
	Social & Behavioral Science	3	34-102	American Government & Politics	3
10-220	Intro to Literature	3		Global Experiences	3
	Social & Behavioral Science	3		Modern Language	3
	Physical Science and Lab	4		Minor	6
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>18</b>
Third Year					
First Semester			Second Semester		
29-335	Interpersonal Communication**	3		Elective	3
29-341	Argumentation & Debate**	3	29-325	Listening Behavior and Skills**	3
	Digital Literacy	3	29-343	Rhetoric of American Issues***	3
	Elective	3	29-310	Comm. Research Methods**	3
	Minor	3		Minor	3
<b>Total Hours</b>		<b>15</b>	<b>Total Hours</b>		<b>15</b>
Fourth Year					
First Semester			Second Semester		
29-232	Small Group Communication	3	29-332	Propaganda/Persuasion	3
	General Electives	3	29-498	Senior Capstone	3
	Minor	6		General Electives	3
				Minor	6
<b>Total Hours</b>		<b>12</b>	<b>Total Hours</b>		<b>15</b>

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.



## THE NORTHWEST DIFFERENCE

---

Comprehensive **communication majors emphasizing in rhetoric** at Northwest learn to research, create and deliver persuasive messages and listen critically to these messages. In this major, students study the core areas of communication theory, public speaking, writing, group behavior, persuasion and interpersonal communication. Additional areas of study include intercultural communication, argumentation and classical, modern and postmodern rhetorical theory and method as applied to an American issue.

Professionals in the field are civically engaged, critically analyze how people develop persuasive messages as well as how those messages affect public perception of the subject. They identify logical and ethical problems within persuasive messages, or with their effects on particular groups or communities and intervene to increase awareness and understanding.

Minors that match well with a rhetoric major include philosophy, political science, English, theater, history, psychology, sociology, humanities and media studies.

## CAREER OPPORTUNITIES

---

Job titles related to this major include:

- Political or non-governmental (NGO) campaigns strategist and lobbyist
- Pre-Law/Legislative Assistant
- Elected Official
- Speech writer
- Volunteer recruitment and management
- Nonprofit administration and fundraising
- Counseling and social services
- Graduate study
- Teaching
- Consultant
- Training and development
- Human resources
- Marketing, advertising sales and public relations
- Management

## PROFESSION-BASED LEARNING EXPERIENCES

---

The **Speaking Bearcats** forensics team has claimed 12 national championships since 2009. Students interested in debate and traveling the country are encouraged to contact Brian Swafford at [swaff@nwmissouri.edu](mailto:swaff@nwmissouri.edu).

**Internships** are required with the comprehensive communication major emphasizing in rhetoric to ensure students have profession-based experiences and are career-ready upon graduation.

Rhetoric majors have interned at the following companies:

- Federal Reserve Bank
- United States Marine Corps
- Missouri State Senate
- Sprint