



# The University of Texas at Austin

## Communication & Leadership

### Moody College of Communication

All aspects of society need ethical, effective leaders, and all leaders need to be ethical, effective communicators. The Moody College of Communication's Bachelor of Science degree in Communication and Leadership is an interdisciplinary program that seeks to educate and inspire future leaders to lead positive change in our complicated world.

Students will be prepared to lead in a variety of contexts with an emphasis on those requiring an understanding of society's problems, such as nonprofit organizations, governmental agencies, and social enterprises.

The interdisciplinary curriculum will provide students with:

- 1) Knowledge of frameworks, concepts and theories related to leadership, communication and ethics with experience applying them in real-world contexts.
- 2) Awareness of their own predispositions and strengths as leaders and an understanding of how to play to their strengths.
- 3) Communication skills and expertise.
- 4) An interdisciplinary understanding of social challenges and innovative communication strategies.
- 5) Experience promoting social change.

#### **Bachelor of Science in Communication and Leadership**

Launched in fall 2016, the bachelor's in Communication and Leadership brings together courses from across the Moody

College of Communication including the Department of Communication Studies, School of Journalism, Stan Richards School of Advertising & Public Relations, and Department of Radio-Television-Film.

Other interdisciplinary areas involved in the program span the university and include the Department of African and African Diaspora Studies, Department of Asian American Studies, Department of Government, LBJ School of Public Affairs, School of Social Work, Department of Sociology, Thomas Jefferson Center for the Study of Core Texts & Ideas, and the Department of Women's and Gender Studies.



Students in communication are encouraged to apply the skills they learn in the Moody College immediately. Proven research on leadership combined with people skills and strategic planning paves the ground for students to become involved in groups on campus and beyond. Through knowledge and experience, graduates earn the necessary proficiency to become effective and impactful leaders in administration and management for any manner of organization.

#### **Curriculum**

Undergraduate work in Communication and Leadership is currently only offered as a bachelor's degree. The curriculum focuses on 36 hours of interdisciplinary studies, civic advocacy and philanthropy and will instill:

- 1) Knowledge of the theories and practices of ethical leadership.
- 2) Communication foundations, skills and expertise.
- 3) Interdisciplinary understanding of social challenges and innovative communication strategies.
- 4) Experience promoting social change through philanthropic intervention. This includes an internship experience and a capstone project-based course.

#### **I. Required Courses**

Students must take four courses to address principles of ethical leadership and communication at the introductory and upper-level and apply those principles through an internship experience and a capstone project-based course. Required courses include: Introduction to Communication and Leadership, Upper-division Seminar on Communication and Leadership, Internship in Communication and Leadership, and a Capstone Course in Communication and Leadership.

#### **II. Communication Foundations**

Students select four courses from a portfolio to build expertise in communication approaches and skills needed to

**DIRECTOR**  
**Minette Drumwright**  
Associate Professor  
Stan Richards School of Advertising and Public Relations

**FACULTY**  
**Dawna Ballard**  
Associate Professor  
Department of Communication Studies

**Jennifer Jones Barbour**  
Lecturer  
Department of Communication Studies

**Mary Bock**  
Assistant Professor  
School of Journalism

**Barry Brummett**  
Charles Sapp Centennial Professor in Communication; Chair, Department of Communication Studies

**Courtney Byrd**  
Associate Professor  
Department of Communication Sciences and Disorders

**M. Randy Cox**  
Senior Lecturer  
Individual Events Director  
Department of Communication Studies

**Dave Junker**  
Senior Lecturer  
Stan Richards School of Advertising and Public Relations

**Matthew McGlone**  
Associate Professor  
Department of Communication Studies

**Howard Prince**  
Clinical Professor  
Lyndon B. Johnson School of Public Affairs

**Joel Rollins**  
Senior Lecturer  
Forensics Assistant  
Department of Communication Studies

**Keri Stephens**  
Associate Professor  
Department of Communication Studies

**Scott Stroud**  
Associate Professor  
Department of Communication Studies

address complex social issues. This foundation relies on knowledge of communicative leadership, organizational communication, interpersonal communication, advocacy and persuasion, along with respect for diversity and ethical engagement. Communication skills are addressed in courses on leadership and philanthropy to provide training in public and mediated presentation, advocacy and argumentation, organizational expertise, interviewing, team work and event planning.

### III. Social Issues

Critical contemporary social issues will be explored through an interdisciplinary perspective. Students will take four courses on critical social concerns, selecting from a list of courses that offer interdisciplinary grounding in comprehensive understandings of social concerns and potential communication strategies toward addressing them. Students will have the opportunity to propose courses not included in this list for faculty committee approval.

### Additional Programs of Interest to CLD Students

#### The Debate Program

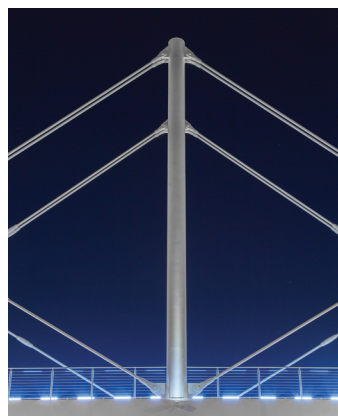
The Debate Team attracts highly motivated students from a variety of disciplines across campus. The University of Texas Debate Team is a nationally ranked, intensely competitive program that offers students the opportunity to compete in intercollegiate CEDA and NDT debate at national and regional levels. The debate program also co-hosts The University of Texas National Institute in Forensics for high school competitors each summer.

#### Individual Events Program

Students compete in events ranging from interpretation of dramatic and literary texts and memorized speeches to limited preparation speeches dealing with philosophy and current events in order to persuade, inform and analyze messages. The nationally-ranked Individual Events Team also co-hosts The University of Texas National Institute in Forensics for high school competitors each summer.

#### The Annette Strauss Institute for Civic Life

The institute was established at The University of Texas at Austin in 2000 in response to growing political cynicism and disaffection in the United States. The goals of the institute are to conduct cutting-edge research on the ways in which civic participation and community understanding are undermined or sustained, and to develop new programs for increasing democratic understanding among citizens.



#### Resources

The addition of the Belo Center for New Media in 2012 and new building renovations completed in 2015 greatly expanded the resources available to CLD students including new facilities for the Debate and Individual Events programs, study areas, computer labs,

smart classrooms, a pedestrian bridge, a dedicated student leadership suite and state-of-the-art research facilities.

#### Texas Business Foundations Program

The Texas Business Foundations Program (Texas BFP) is a minor offered to non-business majors that can be used to complement a Communication and Leadership degree. Students pursuing the BFP minor will take six specific courses from different departments within the McCombs School of Business.

#### Student Involvement

There are nearly 900 registered student organizations on campus including leadership, service, social and professional organizations.

#### Internships

The Moody College encourages students to select carefully from a wide range of options that are made available through the Communication Career Services office and the Vick Center for Strategic Advising and Career Counseling.

#### Career Possibilities

Communications director, gifts officer, philanthropic administrator, ngo coordinator, community affairs coordinator, copy editor, event coordinator, press liaison, policy researcher, lobbyist, nonprofit administrator, interpreter, fundraiser, account planner, event planner, corporate social responsibility, recruiter, human resources coordinator, mediator, consumer affairs specialist, general manager, etc.

#### The CLD Community (Fall 2018)

Number of Undergraduate Students: 165

**Karin Gwinn Wilkins**  
Associate Dean; Professor,  
Department of Radio-Television-Film and Department of Middle Eastern Studies

**Paul Woodruff**  
Professor  
Department of Philosophy,  
Department of Classics

UNDERGRADUATE  
ACADEMIC ADVISOR  
**Tessandra Lancaster**

#### LEADERSHIP

Leadership is a core value of The University of Texas at Austin and developing leaders for Texas and beyond is central to accomplishing the University's mission. To be a leader requires the ability to bridge narrow academic disciplines with a capacity to envision strategies that are informed through interdisciplinary approaches, communication skills, and ethical practices.

Communication skills and interdisciplinary perspectives are essential for addressing social issues and problems. The Moody College of Communication's Bachelor of Science in Communication and Leadership seeks to inspire and educate future leaders and provide students with the foundations needed to address significant social concerns through philanthropy, public service and civic advocacy.

Students graduating with a communication and leadership degree will acquire the knowledge and skills needed for careers in public service, philanthropy, and nonprofit and nongovernmental organization administration.

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office: BMC 2.600  
web: moody.utexas.edu/  
comm-leadership  
email: comm-leadership@  
austin.utexas.edu  
phone: 512.471.2007  
address: 2504 Whitis Avenue  
Austin, TX 78712