



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 (Spring 2019)

Number of Undergraduate Students: 171

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.

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