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We are **COMM.**

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HOWARD  
UNIVERSITY

**Department of Communication Studies**

(formerly Department of Strategic, Legal and Management Communication, SLMC)

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When registering for Spring 2024, please note our name change from SLMC to **COMM** on BisonWeb course selection.



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# We are COMM.

## ADVERTISING & PR

Comprehensive strategic communication across multiple platforms designed to reach target audiences.

## LEGAL COMMUNICATION

Legal and related issues in the field of communication: constitutional privilege, statutory law and protected speech.

## MANAGEMENT COMMUNICATION

Effective communication used management and leadership issues as well as human interaction in organizational contexts.



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Learn more at [communications.howard.edu](https://communications.howard.edu)

# About COMM

The **Department of Communication Studies (COMM)** prepares students for careers and advanced study in communication, such as:

- public relations and special event planning
- advertising and sales
- social media
- nonprofit and for-profit management
- law and policy
- organizational training and development
- and more!



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# Chair's Welcome.



**Dr. Kehbuma Langmia (he/him)**

Chair/Professor

Fulbright Scholar

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# We Brag **Different ...**

- Students invested in political advocacy and social justice intern with the **White House, the United States Congress, Federal Administrative Agencies** as well as entities impacting local, national, and international communities.
- Student awards range from the **Fulbright and Truman scholarships** to Foreign Language and Area Studies fellowships to PRNews CSR finalists.
- With over 60 members, the D. Parke Gibson Chapter of the Public Relations Student Society of America (PRSSA) is the **largest HBCU chapter in the United States.**
- In 2022, PRSSA sent members to the 6th-annual cohort of the **University of Georgia's Myra Blackmon AdPR Academy.**



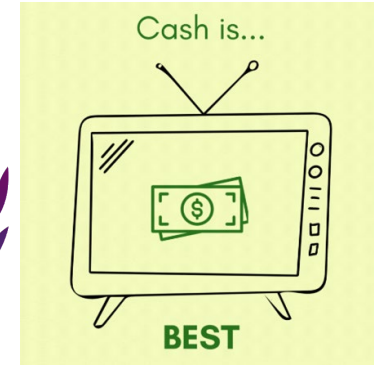
# ... Because **We Can.**

- Our nationally ranked Mock Trial and Debate teams partner with **Ivy League universities** like Harvard University to prepare student advocates.
- **Ranked 6th in the nation** by the American Mock Trial Association (AMTA), our undergraduate Dr. Martin Luther King Jr. Mock Trial team participates annually in tournaments with over 350 universities and colleges across the country.
- Events like **DKC X Boardroom University** bring celebrities like **Chris Paul** to campus to inspire and invest in the next generation of diverse leaders.
- Student members of the American Advertising Federation's (AAF) student chapter attend AAF's national student conference in Washington, D.C. as well as the **Most Promising Student Conference and Career Fair** in New York City.



# And There's **MORE.**

- Our PR Program was placed on the **PRNEWS 2023 Education A-List**, an award given only to those institutions considered the best place to study in the country.
- Our Strat Comm students won the first place in the **2023 PSAID's Cash is Best Campaign** in the GIF category.



“The COMM department shapes course curriculum to provide practical experience before graduation. The coursework allows opportunity for students to build a portfolio, work with real clients, and more.”

~ Brielle Smith, HU'23 Public Relations Major



# ADPR.

“My major surpassed my expectations very easily as I was interested in PR, but there was so much more to learn about the industry when I began taking classes for my major. As a former psychology major, the type of PR I heard most about was crisis management. After becoming a PR major, I have learned about social media, public affairs, media relations, and much more.”

Jayla Logan, HU '23



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# Advertising and PR Major

- The **ADPR** major focuses on comprehensive communication across multiple platforms designed to reach target audiences with concentration in Public Relations or Advertising.
- The **Advertising** courses teach students how to develop persuasive messages designed to sell products, services, or ideas.
- The **Public Relations** sequence focuses on developing and sustaining mutually beneficial relationships between an organization and its publics.
- Student opportunities include membership in the **Public Relations Student Society of America** and the **American Advertising Federation**.



# LEGAL

“COMM has taught me how to be persistent and resilient in everything that I do by challenging me to think outside the box while connecting me with like-minded individuals .”

Jhayce Smith, HU '24



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# Legal Communication

- The **Legal Communication** major focuses on the study of legal and related issues in the field of communication, such as constitutional privilege, statutory law, and protected speech.
- Student opportunities within this sequence include the **Dr. Martin Luther King Jr. Forensics Program** with its award-winning Mock Trial and Speech and Debate teams.



# MGMT ORG.

“I feel prepared for the workforce based on what I learned in COMM, because the department forces you to apply the things you learned to the real-life work you’ll be expected to perform in the industry.”

Adriana Frazier, HU '23



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# Management and Org Comm Major

- The **Management and Organization Communication** major focuses on effective communication used in managing organizations.
- With a focus on effective communication used in managing organizations, the **Media Management** sequence focuses on management and leadership issues in media enterprises.
- The **Organizational Communication** sequence explores human interaction in organizational contexts.
- These concentrations are home to the **National Association of Broadcasters Education Foundation's Media Sales Institute**.



# Who Do You Want to Be? Career Opportunities



## Advertising and PR

Account executive  
Advertising copywriter  
Art director  
Brand marketing specialist  
Client engagement specialist Copywriter  
Communications manager  
Digital communications coordinator  
Marketing communications manager  
Media buyer  
Public relations specialist

## Legal Communication

Arbitrator mediator  
Attorney-at-law  
Business partnerships and outreach  
coordinator  
Compliance officer/analyst  
Foreign relations officer  
Lobbyist  
Negotiator  
Legal operations manager Negotiator  
Paralegal  
Policy analyst

## Management and Org Comm

Broadcast station manager  
Big data analyst  
Civic organization/NGO leader  
College admissions recruiter  
Community health educator  
Consulting communications  
Manager  
Community organizer  
Executive assistant  
Human Resources Professional  
Internal Communications Manager  
Political campaign manager  
Program manager

# Grow Your Communication Skills



COMM offers students the opportunity to grow their communication skills by taking a **Principles of Speech** Course, designed to develop skills for effective communication within a variety of contexts including academic, organizational, and professional settings as well as interpersonal relationships.

The goals of this course are to improve students' ability to:

- Speak before an audience
- Listen to and analyze speeches
- Interact more effectively interpersonally with others
- Increase awareness of the role of communication in our society.



# QUESTIONS?



**Prof. Sheryl Johnson**

(she/her)

ADPR Major

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MGMT ORG Major

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# COMM Welcomes YOU.

“The COMM department is very small compared to the communications departments at other schools, and the size of our classes allow for a more intimate educational experience, where you what you have to say can be heard. This also contributes to students most often times being enrolled in courses with familiar faces, or peers that they have experience working. with in prior classes.”

Adonista Bob-Grey, HU '23

COMM on Twitter and Instagram  
[@howarducomm](#)

CHSOC on Twitter  
[@howarduchsoc](#)

[klangmia@howard.edu](mailto:klangmia@howard.edu)



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# Connect with Us!

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