

B.A. IN ORGANIZATIONAL COMMUNICATION

Major in Organizational Communication (B.A.)

COM210	Perspectives on Human Communication	3
COM213	Media Communication	3
COM220	Group Communication	4
	or COM32: Advanced Group Communication	
COM248	Organizational Communication	3
COM302	Media Law	3
COM350	Corporate Communication	3
COM363	Methods of Communication Research	4
COM481	Internship in Communication	3-4
COM494	Capstone: Organizational Communication	4
ENW115	Reporting I	3
	Choose one of the following Oral Communication courses:	4
	COM301A Oral Interpretation ¹	
	COM318 Argumentation and Debate	
	COM324 Professional and Technical Communication ³	
	COM386 Advanced Public Speaking	
	Choose one of the following Communication Analysis courses:	3-4
	COM319 Health Campaigns and Technology ³	
	COM325 Political Communication	
	COM361 Rhetorical Criticism	
	COM375 Media Criticism and Theory	
	COM463 Topics in Communication Analysis	
	Communication Core	40-42
	Choose one emphasis ²	9-11
	General Education	49-50
	Electives	24-29
	Total Credits	122-132

¹ This course meets a General Education requirement.

² An Individualized Organizational Emphasis is available for students who have a clear direction of what they want to do in their organizational careers that is not met by the emphases listed. The course sequence is arranged with consent of advisor and departmental approval.

³ This is a required course for Health Communication students

Employee Communication Emphasis

COM370	Interpersonal Communication	4
	Select two of the following:	6-7
	BUS231 Human Resource Management	
	BUS331 Staffing, Training and Development	
	COM355Z Intercultural Communication ¹	
	COM460 Topics in Organizational Communication	
	COM462 Topics in Relational Communication	
	Total Credits	10-11

Event Management Emphasis

COM323	Event Management & Leadership	3
	Select two of the following:	6-7
	COM370 Interpersonal Communication	
	BUS334 Principles of Project Management	
	COM376 Public Relations Writing and Strategies	
	COM460 Topics in Organizational Communication	
	COM462 Topics in Relational Communication	
	Total Credits	9-10

Health Communication Emphasis

COM209	Introduction to Health Communication	3
	Select two of the following:	3
	COM215 Web Design for Mass Media	
	COM352 Broadcast Journalism	
	COM376 Public Relations Writing and Strategies	
	COM460 Topics in Organizational Communication	
	Total Credits	6

Strategic Communication Emphasis

COM376	Public Relations Writing and Strategies	3
Select two of the following:		6-7
BUS220	Principles of Marketing	
BUS319	Advertising and Promotion	
COM215	Web Design for Mass Media	
COM352	Broadcast Journalism	
COM460	Topics in Organizational Communication	
ENW211	Feature Writing	
Total Credits		9-10

¹ A student may also choose to use this course to meet a General Education requirement.