

B.A. IN ORGANIZATIONAL COMMUNICATION

Major in Organizational Communication (B.A.)

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|---|--|----------------|
| 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

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|------------------------------|---|-------------|
| 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

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|------------------------------|---|------|
| 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.