

B.A. IN ORGANIZATIONAL COMMUNICATION

Code	Title	Credits
Major in Organizational Communication (B.A.)		
Organizational Communication Core		
COM 210	Perspectives on Human Communication	4
COM 213	Media Communication	2
COM 220	Group Communication	4
COM 248	Organizational Communication	2
COM 249	Introduction to Public Relations	2
COM 302	Media Law	4
COM 350	Corporate Communication	4
COM 352	Broadcast Journalism	2
COM 363	Methods of Communication Research	4
COM 375	Media Criticism and Theory	4
COM 491	Communication Internship and Seminar	4
COM 496	Capstone: Organizational Communication ²	2
Choose one of the following Oral Communication courses:		4
COM 324	Professional and Technical Communication	
COM 386	Advanced Public Speaking	

Code	Title	Credits
Organizational Communication Core		42
Choose one emphasis ¹		14
General Education		48-56
Electives		10-18
Total Credits		122

¹ 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.

² COM 376 is a prerequisite for this course.

Leadership Communication Emphasis (14 credits)

Code	Title	Credits
COM 277	Interpersonal Communication	2
COM 377	Relational Communication	2
Choose 10 credits from the following courses:		10
BUS 230	Managing Organizations and People	
BUS 331	Staffing, Onboarding, and Training ¹	
COM 209	Health Communication ²	
COM 323	Event Management & Leadership	
COM 340	Facilitating Difficult Conversations	

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COM 355Z	Intercultural Communication ³	
COM 367	Advanced Interpersonal Conflict	
COM 460	Topics in Organizational Communication	
Total Credits		14

¹ BUS 230 is a prerequisite for this course.

² CHL 110 (may be taken concurrently) is a prerequisite for this course.

³ A World Cultures (U) course is a prerequisite for this course.

Strategic Communication Emphasis (14 credits)

Code	Title	Credits
COM 376	Public Relations Writing and Strategies	4
Choose 10 credits from the following courses:		10
BUS 220	Principles of Marketing ²	
or BUS 319	Advertising and Promotion	
COM 216	Content Strategy and Creation	
COM 323	Event Management & Leadership	
COM 357	Principles of Digital Marketing ⁴	
COM 366	Strategic Social Media in Organizations	
COM 369	Social Media Analytics ¹	
COM 460	Topics in Organizational Communication	
ENJ 120	Reporting ³	
or ENJ 221	Feature Writing	
Total Credits		14

¹ COM 366 (may be taken concurrently) is a prerequisite for this course.

² BUS 220 is a prerequisite for BUS 319.

³ ENJ 120 is a prerequisite for ENJ 221.

⁴ BUS 220 is a prerequisite for this course.