

B.A. IN ORGANIZATIONAL COMMUNICATION

Code	Title	Credits
Major in Organizational Communication (B.A.)		
Organizational Communication Core		
COM 210	Perspectives on Human Communication	3
COM 213	Media Communication	3
COM 220	Group Communication	4
COM 248	Organizational Communication	3
COM 302	Media Law	3
COM 350	Corporate Communication	3
COM 352	Broadcast Journalism	3
COM 363	Methods of Communication Research	4
COM 375	Media Criticism and Theory	3
COM 481	Internship in Communication	1-4
COM 494	Capstone: Organizational Communication	4
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		38-41
Choose one emphasis		9-15
General Education		47-48
Electives		19-27
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. Courses whose number is followed by a letter fulfill a General Education requirement.

Employee Communication Emphasis (10-11 credits)

Code	Title	Credits
COM 370	Interpersonal Communication	4
Select two of the following:		6-7
BUS 231	Human Resource Management	
BUS 331	Staffing, Training and Development ¹	
COM 340	Facilitating Difficult Conversations	
COM 355Z	Intercultural Communication	
COM 367	Interpersonal Conflict	

COM 460	Topics in Organizational Communication	
Total Credits		10-11

Event Management Emphasis (9-10 credits)

Code	Title	Credits
COM 323	Event Management & Leadership	3
Select two of the following:		6-7
BUS 334	Principles of Project Management	
COM 216	Content Strategy and Creation	
COM 366	Strategic Social Media in Organizations	
COM 367	Interpersonal Conflict	
COM 370	Interpersonal Communication	
COM 376	Public Relations Writing and Strategies	
COM 460	Topics in Organizational Communication	
Total Credits		9-10

Health Communication Emphasis (15 credits)

Code	Title	Credits
CHL 110	Introduction to Healthcare	3
COM 209	Introduction to Health Communication	3
COM 319	Health Campaigns and Technology	3
Select two of the following:		6
COM 366	Strategic Social Media in Organizations	
COM 376	Public Relations Writing and Strategies	
COM 460	Topics in Organizational Communication	
Total Credits		15

Strategic Communication Emphasis (9-11 credits)

Code	Title	Credits
COM 376	Public Relations Writing and Strategies	3
Select two of the following:		6-8
BUS 220	Principles of Marketing	
BUS 319	Advertising and Promotion ²	
COM 216	Content Strategy and Creation	
COM 357	Principles of Digital Marketing ²	
COM 366	Strategic Social Media in Organizations	
COM 460	Topics in Organizational Communication	
ENJ 120	Reporting	
ENJ 221	Feature Writing ³	
Total Credits		9-11

¹ BUS 231 is a prerequisite for this course.

² BUS 220 is a prerequisite for this course.

³ ENJ 120 is a prerequisite for this course.