



COMMUNICATION

Email and instant messaging seem to erode the ability to persuade and convince in carefully chosen words. Still, good communication skills are in demand in a many professions. Students who excel in speaking and writing are sought in many fields, including among others, grant and speech writing, journalism, television, the internet media, public relations, and publishing. Hands-on experiences in a chosen area of emphasis will prepare the student for a multitude of opportunities.

DEGREES OFFERED

Bachelor of Arts in Communication - 126 Credits Associate of Arts in Communication - 63 Credits
Certificate in Professional Communications – 18 Credits

MAJOR REQUIREMENTS BACHELOR DEGREE

All communication students are required to complete the following courses: Advanced Composition, Communication Theory, Communication Seminar and Field Experience, Computer Literacy II *or* Multimedia: Concepts and Design, and two upper level literature courses.

Students choose one of three tracks within the communication major: Writing for the Professions, Organizational Communication, or Public Relations Emphasis. Specific courses include:

Writing for the Professions

Business and Technical Writing
Proposal and Grant Writing
Publication Design and Editing
Media Ethics and Law
Independent Study

Six credits from among specified courses in communication.

Organizational Communication

Business and Technical Writing
Public Speaking
Business and Professional Speaking
Accounting and Budgeting
Business Management *or*
Managing Business Conflicts

Nine credits from among specified courses in communication, business, computer science or finance.

Communication: Public Relations Emphasis

Journalism
Introduction to Public Relations
Media Ethics and Law
Writing for Public Relations
Business and Professional Speaking
Cross-Cultural Communication

Six credits from among specified courses in communication,

ASSOCIATE DEGREE REQUIREMENTS

100 Level Literature course
Communication Theory
Communication electives (9 credits)
Three credits from among specified literature courses

Degrees & Certificate can be completed entirely in the evening