

BA in Business Communication with Specialization in Corporate Communication (30 credits)

Business Prerequisites (15 credits)

MKT 3000 Marketing Foundations
MGT 3120 Foundations of Management
BUS 1000 Introduction to Business (prerequisite for CIS 2200)
CIS 2200 Introduction to Information Systems and Technologies
and one of the following:
STA 2000 Business Statistics
or STA 2100 Statistics for Social Science
or ECO 1001 Micro-Economics
or ECO 1002 Macro-Economics
or ECO 1110 Current Economic Problems

COM Prerequisites (3 credits)

COM 1010 Speech Communication

COM Specialization (12 credits)

COM 3150 Business Communication
COM 3102 Communication for Executives
COM 3068 Managerial Communication within Organizations
COM 5010 Internship in Business & Public Communication

COM Electives (9 credits) (choose three courses)

COM 3020 Comm and Advocacy in Bus and Public Affairs
COM 3045 Communication Law and Free Speech
COM 3057 Introduction to Digital Comm and Culture
COM 3058 The Ethics of Image Making
COM 3059 Video Communication & Production
COM 3060 Media Analysis and Criticism
COM 3062 Studies in Electronic Media
COM 3064 Classical Rhetoric
COM 3065 American Public Address
COM 3066 Modern Frontiers of Rhetoric
COM 3067 American Television Programming
COM 3069 Intercultural Communication
COM 3070 Persuasion
COM 3071 Argumentation and Debate
COM 3074 Elements of Legal Argumentation
COM 3075 Interpersonal and Group Communication
COM 3076 International Communication
COM 3077 Interpersonal Communication
COM 3078 Group Communication

COM 3079 Gender, Ethnicity, and Race in Communication
COM 3080 Virtual Teamwork
COM 3081 Organizations in International Development
COM 3082 Gender Communication
COM 3084 Comm in Intercultural and International Conflict
COM 3090 Nonverbal Communication
COM 3095 Facework Impression-Management Comm
COM 3110 Contemporary Issues in Digital Media
COM 3111 Markets, Media, and Meaning
COM 3120 Platforms, Power, and Publics
COM 3800 Principles of Public Relations
COM 4000 Corporate Communication
COM 4005 Public Relations Writing
COM 4010 Public Relations Campaigns
COM 4059 Advanced Video Communication and Production
COM 4101 Selected Topics
COM 4900 Topics in Communication Studies
COM 4905 Language and Social Interaction
COM 4906 Communication Research Strategies

Business Electives (6 credits)

Marketing/Advertising (choose one course):
MKT 3605 Consumer Behavior
MKT 3600 Marketing Research
MKT 3520 Advertising & Marketing Communications
Management (choose one course):
MGT 3800 Management and Society
MGT 3300 Management: A Behavioral Approach

Ethics Requirement (3 credits)

PHI 1100 Ethics and Critical Thinking

(updated 5-1-2019)