

ORGANIZATIONAL COMMUNICATION / BACHELOR OF ARTS

Total Credit Hours: 120

Major Credit Hours: 48

The Organizational Communication major is designed for the student who seeks to understand and improve the practice of sharing meaning in a technical and global world. Students learn primary theories of how people use verbal and nonverbal symbols to present and advocate ideas, to form relationships, to manage conflict, to solve problems and make decisions collaboratively and ethically, to enter and impact organizations, to lead, and to establish and maintain cultures. This major is an excellent preparation for a career in management, customer service, public service, sales, public relations, or as a pre-law program.

Requirements

Degree Requirements

Code	Title	Hours
Core Courses		
COMM 18000	Visual Storytelling	3
COMM 21100	Interpersonal Communication	3
COMM 21600	Small Group Communication	3
COMM 24200	Argumentation and Debate	3
COMM 26000	Business and Professional Communication	3
COMM 34700	Leadership Communication	3
COMM 34900	Organizational Communication	3
COMM 35000	Intercultural Communication	3
COMM 43300	Communication Theory	3
COMM 46100	Persuasion Theory and Campaigns	3
Supplementary Courses		
Select, in consultation with the advisor, an appropriate minor or body of courses of 18 hours. Possibilities include, but are not limited to, Business Administration, History, Marketing, Political Science, Psychology, Public Relations, Journalism, and Media programs.		18
Advanced Writing Requirement		
The advanced writing requirement of the General Education curriculum is satisfied by successful completion of		
COMM 43300	Communication Theory	
Total Hours		48