

# CORPORATE AND ORGANIZATIONAL COMMUNICATION (REF. #522)

Effective: Spring 2001

The Corporate and Organizational Communication curriculum comprises an interdisciplinary program for those who plan a career in an organizational setting. Students are exposed to courses in areas such as communication, sales, business management, marketing, journalism, economics, and accounting. Students secure positions in many communication driven careers such as human resources, management, sales, marketing, training & development, social work, and many more.

## ADMISSION REQUIREMENTS:

- The major requires a minimum of **54 hours** and leads to a Bachelor of Arts Degree.
  - Complete COMM 161 or COMM 145 and ENG 100 with a minimum grade of "C".
  - Minimum GPA of 2.3.
  - No minor or second major is required, but some minors can be easily incorporated into a program.
  - One half of the hours must be at the 300/400 level.

## ADDITIONAL COURSES (These courses may count toward Gen. Ed. credit)

In addition to requirements in the major, the following courses are required:

- **CIS 141**- Basic Computer Literacy (General Elective)
- **MATH 116** (Category D)
- **COMM 263** (Category E)
- **ECON 202 or 203** (Category C)

**NOTE:** *The same ECON course may not be cross listed on the Degree Program as an elective in the major and in General Education (Category C).*

## REQUIRED COURSES

COMM 148	Interpersonal Communication
COMM 247	Voice and Diction
COMM 343	Speech Analysis and Speech Writing
COMM 345	Advanced Public Speaking (SCOM 145 or 161)
COMM 349	Group Decision Making
COMM 461	Organizational Communication
COMM 489	Co-op in Communication
COMM 494 *	Capstone in Communication
ACCT 200	Introductory Accounting – Financial
ECON 206	Statistics (ECON 202 or 203 and MATH 116)
ENG 306	Business Writing (ENG 100)
JOUR 355	Fundamentals of Public Relations
MGT 311	Human Resource Management
MKT 220	Basic Marketing Concepts (junior standing)

\* **NOTE:** *The Department strongly recommends completing a minimum of 24 hours of communication courses prior to enrollment in Capstone (COMM 494).*

## **One of the following:**

COMM 341	Theories of Communication
COMM 346	Persuasion

## **Three additional courses must be selected from the following list in consultation with an advisor:**

COMM 240	Critical Listening
COMM 460	Organizational Interviewing
COMM 463	Intercultural Communication
COMM 488	Seminar in Political Communication
JOUR 202	Basic Reporting
JOUR 343	Print Design, Production and Typography (JOUR 201, 202, 232)
PS 441	Public Personnel Admin. (PS 440 or Instructor permission)
ACCT 201	Introductory Accounting – Managerial
MGT 200	Legal Environment of Business (junior standing)
MGT 473	Training in Business and Industry (MGT 311 or PSY 370)
LME 445	Introduction to Educational Technology
ECON 202	Principles-Micro or ECON 203 Principles-Macro (sophomore standing)
PSY 370	Industrial Psychology (PSY 100)
PSY 371	Sales Behavior (PSY 100 or BCOM 385 Brcdst.Sales) (junior standing)
BCOM 265	Basic Broadcast News
BCOM 266	Basic Television Production (BCOM 185 or 201)
BCOM 325	Survey of Writing for Television & Radio (BCOM 185 or 201)
BCOM 385	Broadcast Commercial Sales (junior standing)