CORPORATE & ORGANIZATIONAL COMMUNICATION MAJOR
Department of Communication
(Ref. #522)

The Department of Communication offers a broad spectrum of educational programs that prepare students for successful careers that require excellent communication skills. The department supports the concept that a broad-based liberal arts curriculum is essential for a well-rounded student.

The Corporate & Organizational Communication curriculum provides an interdisciplinary program for careers that require communication skills in organizational settings such as training and development, management, marketing, sales, economics, finance, human resources, entrepreneurial endeavors, and many more. Corporate and organizational communication majors learn how to see the "big picture," know how to get people to work together, and most importantly, learn how to learn. As a pre-professional program, students are exposed to courses in areas of communication, business management, marketing, economics, English, accounting, and public relations.

The major in Corporate & Organizational Communication requires a minimum of 55 semester hours, and leads to the Bachelor of Arts degree. All Courses within the major must be completed with a grade of "C" or higher. One half of the hours must be at the 300-400 level.

ADMISSION REQUIREMENTS
Minimum GPA of 2.3
- ✓ Completion of the following courses with a grade of "C" or better:
  - COMM 145 or COMM 161
  - ENG 100
  - MATH 116

Note: Students can take no more than 15 hours in the Department of Communication before being admitted to the major.

CURRICULUM REQUIREMENTS

NOTE: COMM 200 will be a pre-requisite for ALL 400-level courses (or instructor permission). COMM 300 will be a co-requisite or pre-requisite for all 400-level courses or 400 level courses can be taken with instructor permission.

Communication Core Courses (19 hours)
COMM 200: Communication Foundations (COMM 145/161)
COMM 300: Introduction to Communication Research Methods (COMM 200; Math 116)
COMM 345: Advanced Public Speaking (COMM 145/161)
COMM 348: Interpersonal Communication
COMM 362: Organizational Communication
COMM 463: Intercultural Communication
COMM 494: Capstone in Communication (1 hour portfolio) – Senior standing, majors only

Organizational Communication Core Courses (12 hours)
- COMM 346: Persuasion
- COMM 349: Small Group Communication
- COMM 462: Advanced Organizational Communication   (COMM 362)
- COMM 489: Internship in Communication   (COMM 362) with Junior standing
  - ❖ *COMM 489 is repeatable once for credit; only 3 hours will count for credit toward major*

Outside Courses (12 hours)
- ACCT 200: Financial Accounting
- MKT 220: Basic Marketing Concepts
- ENG 306: Business Writing
- MGT 311: Human Resource Management

Communication Electives (6 hours; only 3 hours may be at the 200 level)
- COMM 240: Critical Listening
- COMM 247: Voice and Diction
- COMM 330: Leadership Communication
- COMM 343: Speech Analysis/Writing
- COMM 374: Gender Communication
- COMM 440: Health Communication
- COMM 451: Computer Mediated Communication
- COMM 460: Organizational Interviewing
- COMM 470: Organizational Relationships   (COMM 362)

With departmental approval, students may opt to substitute one of the following courses in fulfillment of a Communication Elective:
- COMM 400: Special Topics in Communication
- COMM 495: Independent Study in Communication

Outside Electives (6 hours)
- MGT 200: Legal Environment of Business
- MGT 333: Management of Non-Profit Organizations
- MKT 325: Personal Selling
- ACCT 201: Managerial Accounting
- ECON 202: Principles of Microeconomics
  OR ECON 203: Principles of Macroeconomics
- ECON 206: Statistics
- BCOM 325: Survey of Writing for Television & Radio
- BCOM 385: Broadcast Commercial Sales
- JOUR 202: Introduction to Media Writing
- JOUR 341: Principles of Advertising
- JOUR 355: Fundamentals of Public Relations
- LEAD 330: Leadership and Ethics
- PSY 370: Industrial Psychology
- PSY 371: Sales Behavior
- PS 440: Elements of Public Administration
- PS 441: Public Personnel Administration

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