

Organizational Communication Major

Organizational Communication: Prepare students for a variety of communication careers and/or graduate school.

Required Courses:

COM3325 Interpersonal Com.
 COM3360 Organizational Com.
 COM4400 Com. Theory
 COM4485 Small Group Com.

Group 1: Take One
 COM3332 Intercultural Com.
 COM3334 Gender and Com.

Group 2: Take All

COM2221 Interpersonal Conflict
 COM3336 Business and Professional
 COM4401 Persuasion
 COM4425 Com Training and Development

Choose Concentration(s):

Corporate Communication:

Group 1: Take Two*

BUS3310 Managing Diversity
 COM3332 Intercultural Com.
 COM3334 Gender and Com.

*When not selected above

Group 2: Take All

COM3330 Effective Meeting Management
 MGT2230 Management Principles
 MGT4451 Managing Organizational Behavior
 MKT3330 Marketing

Group 3: Take Two

COM2211 Principles of Advertising **OR**
 MKT3332 Promotion in Marketing

COM3310 Electronic Media Sales & Mgmt
 MGT3360 International Management
 MKT3334 Marketing Research
 MKT3370 Salesmanship
 MKT4422 International Marketing
 MKT4426 E-Marketing

Choose Two Electives Not Selected

Communication Technology:

ART2200 Foundation in New Media
 ART3330 Digital Photography
 CIS3303 Web Site Design
 COM2205 Interpreting Com. Research
 COM2210 Intro to Public Relations
 MKT4426 E-Marketing

Choose Two Electives Not Selected

Leadership:

Group 1: Take One*

BUS3310 Managing Diversity
 COM3332 Intercultural Com.
 COM3334 Gender and Com.

*when not selected above

Group 2: Take All

COM3330 Effective Meeting Mgmt.
 LDR2325 Intro to Leadership Studies
 LDR4425 Leadership Capstone

Group 3: Take Two

MGT3315 Ethics & Managerial
 Decisions
 MGT3325 Business Leadership
 MGT3360 International Management
 MGT4451 Managing Organizational
 Behavior

Choose Two Electives Not Selected

Generalist:

Take Five

ART3330 Digital Photography
 CIS3303 Web Site Design
 COM2205 Interpreting Com. Research
 COM3306 Nonverbal Com.
 COM3330 Effective Meeting Management
 COM3332 Intercultural Com.
 COM3334 Gender and Com.
 COM 3345 Dark Side of Interpersonal Com.
 COM4403 Speech Writing
 COM4410 Internship
 COM4440 Com. Law

Electives List:

COM 2205 Research Methods
 COM 2209 Com in a Digital Age
 COM 3306 Nonverbal Com.
 COM 3330 Effective Meeting Mgmt.
 COM 3332 Intercultural Com
 COM 3334 Gender and Com
 COM 3345 Dark Side of Interpersonal
 COM 4403 Speech Writing
 COM 4440 Com. Law
 COM 4410 Internship
 ART 3330 Digital Photography
 CIS 3303 Web Site Design

Interpersonal:

Group 1: Take All

COM2205 Interpreting Com. Research
 COM3306 Nonverbal Com.
 COM3345 Dark Side of Interpersonal

Group 2: Take One*

COM3332 Intercultural Com.
 COM3334 Gender and Com.

*when not selected above

Group 3: Take Two

PSY2210 Psychology of Family Relations
 PSY3290 Life Span Development
 PSY3310 Social Psychology

Choose Two Electives Not Selected

Contact:

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Possible Careers:

Human Resources
 Retail
 Sales
 Marketing
 Management
 Admissions
 Government
 Patient Advocate
 Training & Development
 Insurance
 Event Planning
 Internal Communication

Mass Communication Major: Choose Concentration(s)

Electronic Media:

Prepares students for a career in electronic media

Courses:

- COM 2201 Intro to Mass Media
- COM 2220 Electronic Media History
- COM 2230 Writing for Electronic Media
- COM 3301 Intro to Video Production
- COM 3304 Advanced Video Production
- COM 3331 Media Ethics
- COM 3336 Business and Professional Communication
- COM 4400 Communication Theory
- COM 4407 Electronic Media Workshop
- COM 4440 Communication Law

Take one course from the following:

- COM 3310 Electronic Media Sales and Management

OR

- COM 3311 Electronic Media Programming

Possible Careers:

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|----------------------|------------------|
| Camera Operator | Video Editing |
| Directing | Promotions |
| On-Air Personalities | News and Sports |
| Advertising Sales | Audio Production |
| Writing | Producing |

Public Relations:

Prepares students for communication between an organization and its publics

Courses:

- COM 2201 Intro to Mass Media
- COM 2210 Intro to Public Relations
- COM 3300 Digital Com in PR
- COM 3320 Public Relations Writing
- COM 3322 Case Studies in Public Relations
- COM 3336 Business and Professional Communication
- COM 4400 Communication Theory
- COM 4401 Persuasion
- COM 4420 Public Relations Workshop
- COM 4425 Com. Training and Development
- COM 4440 Communication Law

Possible Careers:

- | | |
|---------------------------|--------------|
| Special Event Planner | Marketing |
| PR Director Entertainment | Advertising |
| Crisis Management | Sports |
| Community Relations | Music |
| Corporate & Nonprofit | Publicist |
| PR Firm Executive | Education |
| Global Media | Social Media |
| Politics | |

Sports Information:

Prepares students for a career in sports information

Courses:

- COM 2201 Intro to Mass Media
- COM 2208 Intro to Electronic Media
- COM 2210 Intro to Public Relations
- COM 2214 Sports and Media
- COM 3300 Digital Com in Public Relations
- COM 3301 Intro to Video Production
- COM 3320 Public Relations Writing
- COM 3336 Business and Professional Com
- COM 4400 Communication Theory
- COM 4410 Internship
- COM 4420 Public Relations Workshop
- COM 4440 Communication Law
- ART 2200 Foundations in New Media
- CIS 3303 Website Design

Take one course from the following:

- BUS 2249 Bus Data Analysis I
- COM 3304 Advanced Video Production
- COM 4401 Persuasion
- ENG 3404 Writing for the Web
- PSY 4415 Labor Relations

Take one course from the following:

- COM 3303 TV and Radio Announcing
- COM 3310 Elec. Media Sales and Mgmt.

Possible Careers:

- Sports Information Director
- Athletic Communication Director
- Sports Media
- Sports Management
- Athletic Media Relations Director
- Sporting Event Planner
- Sports Journalist
- Sports Marketing/Social Media
- Sports Photography
- Sports Journalist