BA in Communication - Business and Organizational Communication Track

Business and Organizational Communication Track—majors not only learn how to craft compelling written, spoken, and visual messages within and on behalf of organizations, but also learn to critically evaluate the persuasive messages encountered every day in the workplace, in relationships, and in the media. Coursework may include Business and Professional Communication; Interpersonal Communication; Gender Communication; Leadership and Group Communication; Organizational Communication and Intercultural Communication.

Core Requirements for All Tracks (15 hours)
COM 1xx3 Introduction to Communication Theories
COM 1xx3 Media Culture
COM 3373 Communication Research Methods or COM 4313 Media Criticism
Practicum
Capstone I
Capstone II

Business and Organizational Communication Track
COM 3813 Business and Professional Communication
COM 3533 Interpersonal Communication
COM 3413 Gender Communication
COM 2513 Leadership and Group Communication
COM 3273 Organizational Communication
COM 3xx3 Intercultural Communication
12 hours of electives

Business and Organizational Communication Track Electives
Choose 12 hours from:
COM 3xx3 Conflict & Crisis Communication
COM 2503 Nonverbal Communication
COM 3033 Digital Media Strategy
COM 4003 Productive Discourse
COM 3xx3 Public Relations Strategies and Tactics
COM 4333 Internship
PSY 3043 Cross-Cultural Psychology (PSY)
PSY 4693 Love & Sexual Behavior (PSY)
PSY 2373 Human Diversity (PSY)
SOC 3253 Group Dynamics (SOC)
COM 4333 Internship
Other interdisciplinary electives approved by academic adviser