



BUSINESS COMMUNICATION MAJOR

Professor: K. Hardeman - Coordinator

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In the Business Communication major, students study the communication process from a variety of perspectives- media relations, business, management and communications philosophy. Students receive a hands-on, real world applicable approach to the field. They learn the importance of communicating with different audiences in different ways. Students pursue three different academic paths within the major: oral communication, written communication, and visual communication.

Such a major could be especially desirable for students with interest in the dynamics of communication within the office-place, or the dynamics of communication between businesses and their external constituencies. **Mandatory pre-requisites are noted in parentheses.** In the event there is a permanent discontinuation of any course offerings below, the program coordinator will work with students to select a comparable substitute.

Majors must earn a grade of “C-” or better in all courses used to satisfy the Business Communication major requirements.

Business Communication is considered an interdisciplinary major, and majors are automatically exempt from the Upper Level Outside the Division requirement for General Education.

If any substitutions of waivers of requirements are allowed, please list below and initial.

Course #	Title of Course	Hours Completed	Semester Completed	Grade

MAJOR: Business Communication

Student's Last Name	First Name	Middle Initial
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Advisor	Date Major Declared
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Course #	Title of Course	Hours Required	Semester Completed	Grade
Required Courses (21 hrs.):				
SPE 101	Introduction to Speech	3		
SPE 203	Interpersonal Communication	3		
SPE 310	Business and Professional Communication (SPE 101 and Junior standing)	3		
ENG 260	Journalism	3		
ENG 270	Expository Writing	3		
ENG 275	Introduction to Creative Writing	3		
BUS 250	Principles of Marketing	3		
Organizational Fundamentals: One course from the following (3 hrs.):				
BUS 220	Fundamentals of Management	3		
BUS 221	Organizational Behavior	3		
Visual Communication: One course from the following (3 hrs.):				
FAR 215	Art of the Film	3		
FAR 310	The Art of Service: Community Based Arts Initiatives	3		
ENG 220	Janus and the World of Publishing	3		
ENG 230	Play in Performance	3		
ITY 250	Web Page Design, Aesthetics, and Interaction	3		
THA 201	Basic Acting	3		
Communication in Context: Two courses from the following (6 hrs.):				
SPE 220	Public Relations (SPE 101 & ENG 260 recommended)	3		
SPE 303	Communication in Relationships (SPE 203 & Sophomore status)	3		
POL 311	Political Parties, Voting, and Campaign Strategies (POL 112 or 211)	3		
BUS 326	Human Resource Management (BUS 220)	3		
BUS/PSY 305	Industrial-Organizational Psychology	3		
HIS 300	Oral History	3		
PHL 218	Introduction to Logic	3		
WGS 205	Mediation and Conflict Resolution	3		
ITS 399	Internship	3		
Core Business Courses: Two courses from the following (6 hrs.):				
BUS 322	Cross-Cultural Management	3		
BUS 330	Advertising	3		
BUS 334	Consumer Behavior	3		
BUS 337	Labor Relations	3		
BUS 340	International Business	3		
Written Communication: Pick one course from the following (3 hrs.):				
ENG 360	Special Topics in Media Studies	3		
ENG 365	Magazine Writing and Editing	3		
ENG 372	Creative Writing Prose	3		
ENG 374	Creative Writing Poetry	3		
ENG 376	Creative Nonfiction	3		
Total Hours for Major:		42 hrs.		