

Business Communication Major

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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.

ACADEMIC REQUIREMENTS SUMMARY SHEET

ACADEMIC YEAR 2024-2025

Major: BUSINESS COMMUNICATION

Student's Last Name	First Name	Middle Initial
Advisor		Date Major Declared

Course Code	Title	Hours	Semester	Grade
Required Courses (21 hours)				
BUS 250	Principles of Marketing	3		
ENG 260	Journalism	3		
ENG 270	Expository Writing	3		
ENG 275	Introduction to Creative Writing	3		
SPE 101	Introduction to Speech	3		
SPE 203	Interpersonal Communication	3		
SPE 310	Business and Professional Communication (SPE 101 and Junior standing)	3		
Organizational Fundamentals				
Choose one course from the following (3 hours):				
BUS 220	Fundamentals of Management	3		
BUS 221	Organizational Behavior	3		
Visual Communication				
Choose one course from the following (3 hours):				
DIG 250	Web Page Design	3		
ENG/JMP 220	Janus and the World of Publishing	3		
ENG/THE 230	Play in Performance	3		
FAR 215	Art of the Film	3		
FAR 310	The Art of Service: Community Based Arts Initiatives	3		
THE 201	Basic Acting	3		
Communication in Context				
Choose two courses from the following (6 hours):				

Course Code	Title	Hours	Semester	Grade
BUS/PSY 305	Industrial-Organizational Psychology (PSY 112 or 113)	3		
BUS 326	Human Resource Management (BUS 220)	3		
ITS 399	Internship	3		
LST/WGS 205	Mediation and Conflict Resolution	3		
PHL 218	Introduction to Logic	3		
POL 311	Political Parties, Voting, and Campaign Strategies (POL 112 or 211)	3		
SPE 220	Public Relations (SPE 101 & ENG 260 recommended)	3		
SPE 303	Communication in Relationships (SPE 203 & Sophomore status)	3		
Core Business Courses				
Choose two courses from the following (6 hours)				
BUS 322	Cross-Cultural Management	3		
BUS 330	Advertising and Brand Promotion	3		
BUS 334	Consumer Behavior	3		
BUS 337	Labor Relations	3		
Written Communication				
Choose one course from the following (3 hours)				
ENG 372	Creative Writing Prose	3		
ENG 374	Creative Writing Poetry	3		
ENG 376	Creative Nonfiction	3		
Total Hours For Major		42		

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

Advisor Signature

Department Chair Signature