

## **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

PSY3043 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