This major prepares students to become communication professionals. The program emphasizes communication theory and practice in the creation, presentation, and evaluation of coherent messages. Three areas of emphasis – communication studies, organizational communication/public relations, or social media – lead to career possibilities across various industries.

Some golden nuggets to consider...

**EMPHASIS AREAS**
- Communication Studies
- Organizational Communication/Public Relations
- Social Media

*Major and minor offered completely online and on-campus

**AVERAGE SALARY**
$59,230
(U.S. Bureau of Labor Statistics)

**PROGRAM FEATURES**
- Customization and transfer-friendly options
- Writing and presentation skill development
- Strategies for conflict management, team-building, group processes, leadership, and collaboration
- Strategies to effectively communicate with coworkers, clients, and diverse publics
- Portfolio-building projects completed during coursework

**CAREER PATHS**
- Corporate Communication
- Editing
- Event Planning
- Health Management
- Marketing
- Media Relations
- Politics
- Public Relations
- Public Affairs and Information
- Publication Design
- Sports Information
- Social Media Management
- Website Design

Small Campus. Big Degree.
PROGRAM REQUIREMENTS & CURRICULUM

PROGRAM REQUIREMENTS - 24 CREDITS
- COMM 3000 - Communication Theory (3.0 cr)
- COMM 3001 - Human Relationships and Leadership (3.0 cr)
- COMM 3100 - Research Fundamentals (3.0 cr)
- COMM 3431 - Persuasion (3.0 cr)
- COMM 3704 - Business and Professional Speaking (3.0 cr)
- COMM 3900 - Internship (3.0 cr)
- COMM 4000 - News and Social Media Communication (3.0 cr)
- COMM 4704 - Organizational Communication (3.0 cr)

COMMUNICATION ELECTIVES:
Take 12 or more credit(s) from the following:
- COMM 2002 - Interpersonal Communication (3.0 cr)
- COMM 2334 - Communication Topics (3.0 cr)
- COMM 3002 - Intercultural Communication (3.0 cr)
- COMM 3008 - Business Writing (3.0 cr)
- COMM 3537 - Visual Communication (3.0 cr)
- COMM 3610 - Corporate Training (3.0 cr)
- COMM 3710 - Event Planning and Management (3.0 cr)
- COMM 4007 - Political Communication (3.0 cr)
- COMM 4800 - Crisis Communication (3.0 cr)

OPEN ELECTIVES
- Students must take enough open elective credits to satisfy the 120 credit graduation requirement.

CONTACT US TODAY! (218) 281-8569 | umcinfo@umn.edu
www.umcrookston.edu/communication

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