



COMMUNICATION

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 co-workers, 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)

LIBERAL EDUCATION REQUIREMENTS

- COMP 1011 - Composition I (3.0 cr)
- COMP 1013 - Composition II (3.0 cr)
- SPCH 1101 - Public Speaking (3.0 cr)

TECHNOLOGY REQUIREMENTS - 3 CREDITS

- COMM 2110 - Communication Technology Trends (3.0 cr)

ORGANIZATIONAL COMMUNICATION/PUBLIC RELATIONS EMPHASIS

The focus of this emphasis area is communication within organizations and communication with public constituencies. Conflict management, group and team dynamics, and leadership are key areas of study, as well as research, audience analysis, strategic design, implementation, and message evaluation.

EMPHASIS REQUIREMENTS - 15 CREDITS

- COMM 3008 - Business Writing (3.0 cr)
- COMM 4802 - Publication Design and Management (3.0 cr)
- COMM 4900 - Public Relations (3.0 cr)
- COMM 2002 - Interpersonal Communication (3.0 cr) OR
COMM 3710 - Event Planning and Management (3.0 cr)
- COMM 4007 - Political Communication (3.0 cr) OR
COMM 4800 - Crisis Communication (3.0 cr)

SOCIAL MEDIA EMPHASIS

The focus of this emphasis area is social media, including the creation of visual images and written messages. This area addresses the theory and practice of the craft.

EMPHASIS REQUIREMENTS - 12 CREDITS

- COMM 2110 - Communication Technology Trends (3.0 cr)
- COMM 3537 - Visual Communication (3.0 cr)
- COMM 4802 - Publication Design and Management (3.0 cr)
- WRIT 2110 - Digital Writing (3.0 cr)

COMMUNICATION STUDIES EMPHASIS

The focus of this emphasis area is the theory, practice, and critique of communication. This area can be conceived as a broad based study or as an applied and career oriented learning program.

EMPHASIS REQUIREMENTS - 27 CREDITS

Complete 27 credits of concentration (courses to be chosen in consultation with the student's advisor); a minimum of 9 credits must be upper division.

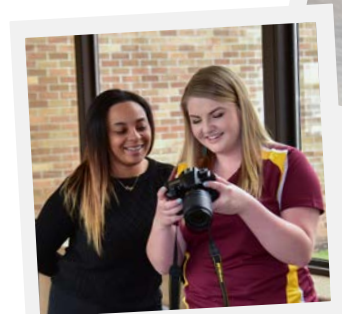
COMMUNICATION ELECTIVES:

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 3804 - Individual Studies (1.0-3.0 cr)
- COMM 3855 - Topics in Communication (3.0 cr)
- COMM 4007 - Political Communication (3.0 cr)
- COMM 4800 - Crisis Communication (3.0 cr)
- COMM 4802 - Publication Design and Management (3.0 cr)
- COMM 4850 - Report Writing (3.0 cr)
- COMM 4900 - Public Relations (3.0 cr)
- TH 2434 - Oral Interpretation and Performance Techniques (3.0 cr)
- WRIT 2223 - English Grammar and Usage (3.0 cr)
- WRIT 2335 - Introduction to Creative Writing (3.0 cr)
- WRIT 3303 - Writing in Your Profession (3.0 cr)
- WRIT 3856 - Editing (3.0 cr)

OPEN ELECTIVES

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



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CROOKSTON

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