Crookston Campus

Communication B.S.

Humanities, Social Sciences, and Education

Academic Affairs

- Program Type: Baccalaureate
- Requirements for this program are current for Spring 2021
- Required credits to graduate with this degree: 120
- Required credits within the major: 63 to 64
- Degree: Bachelor of Science

The BS in communication prepares students to be effective communicators in professional settings. Graduates are prepared for advanced study or to enter careers in general corporate management, human resources, marketing, public relations, social media, and sports information. Graduates may also hold jobs as communication consultants, communication directors, event planners, political campaign leaders, public affairs officers, public information officers, publication designers and editors, speech writers, and online and social media content managers.

The program provides transferable skills by emphasizing communication theory and practice in the creation, development, presentation, and evaluation of coherent messages. Students use communication strategies to create publications, design online resources, plan events, and manage projects. The concentration areas let students select courses to focus their professional career preparation.

Program outcomes for graduates:
demonstrate proficiencies in applying theory, listening, reading, speaking, and writing in professional contexts
demonstrate technology proficiencies in computer applications and social media
demonstrate critical thinking and problem-solving skills, including analyzing, interpreting, and evaluating applied communication
demonstrate proficiencies in interpersonal and group processes, conflict management, collaboration, team building, and leadership
demonstrate understanding of the ethical behavior practiced in professional contexts
demonstrate awareness and sensitivity required for communicating in culturally diverse groups

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)
- completely online (all program coursework can be completed online)

Admission Requirements

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

General Requirements

All students are required to complete general University and college requirements. For more information, see the graduation requirements.

Program Requirements

Students must complete 40 upper-division credits.

A maximum of two D grades are allowed for core courses required in the program, subplan/emphasis, and technology requirements. This includes grades earned at UMC or transferred in from another institution.

Communication Core

Take 8 or more course(s) totaling 24 or more credit(s) from the following:

- COMM 3000 - Communication Theory (3.0 cr)
- COMM 3001 - Human Relationships and Leadership [HUMAN DIV] (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

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Take 12 or more credit(s) from the following:
•COMM 2002 - Interpersonal Communication [COMMUNICAT] (3.0 cr)
•COMM 2334 - Communication Topics (3.0 cr)
•COMM 3002 - Intercultural Communication [GLOB PERSP] (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 [HUMANITIES] (3.0 cr)
•WRIT 2223 - English Grammar and Usage (3.0 cr)
•WRIT 2335 - Introduction to Creative Writing [HUMANITIES] (3.0 cr)
•WRIT 3303 - Writing in Your Profession (3.0 cr)
•WRIT 3856 - Editing (3.0 cr)

Liberal Education
This program requires a minimum of 40 credits of liberal education and completion of the ten goal areas of the Minnesota Transfer Curriculum. The following are specific required liberal education courses.
Take exactly 3 course(s) totaling exactly 9 credit(s) from the following:
•COMP 1011 - Composition I [COMMUNICAT] (3.0 cr)
•COMP 1013 - Composition II [COMMUNICAT] (3.0 cr)
•COMM 1101 - Public Speaking [COMMUNICAT] (3.0 cr)

Technology
COMM 2110 Communication Technology Trends is required.
COMM 2110 can be used to satisfy both the program and technology requirement.

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

Program Sub-plans
Students are required to complete one of the following sub-plans.

Communication Studies
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. This area allows students to craft a personalized concentration of courses; these courses can reflect all areas of the university or target specific career aspirations. These courses can be from outside the communication program curriculum for an interdisciplinary approach or from within the communication program. Communication with a concentration of courses in management, communication with a concentration of courses in marketing, or communication with a concentration of courses in sports management are examples. This area could also reflect a combination of courses from the organizational/public relations and writing plans.

Communication studies graduates find or create careers in all sectors of the economy. These professionals meet the communication needs of the businesses and industries in which they work. Communication Directors, Event Planners, and Sports Information Directors are examples. A minor representing a subject field would be an excellent supplement to the program in communication and/or to the personalized concentration of courses.

Emphasis Core
Courses to be chosen in consultation with the student's advisor.
Take 27 or more credit(s) from the following:
•Lower-division emphasis course
•**Upper-Division**
At least 9 credits of Communication Studies Emphasis Core courses must be upper-division.
Take 9 or more credit(s) from the following:
•Upper-division emphasis course

Organization Communication/Public Relations

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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. This area addresses internal organizational power and politics, as well as making effective connections with the public. It deals with the daily internal organizational communication that socializes employees, the strategic external communication that connects with the public, and the non-routine persuasive communication that needs to be used to effectively respond to a crisis.

Organizational communication/public relations graduates find or create careers in corporate communication, public relations, media relations, and other. These professionals meet the communication needs of the businesses and industries in which they work. Minors in business management and marketing are excellent supplements to the program in communication with this emphasis area.

Emphasis Core

Take 5 or more course(s) totaling 15 or more credit(s) from the following:

- COMM 3008 - Business Writing (3.0 cr)
- COMM 4802 - Publication Design and Management (3.0 cr)
- COMM 4900 - Public Relations (3.0 cr)
- Choose one of the following. The course selected will not also satisfy an emphasis electives requirement.
  - COMM 2002 - Interpersonal Communication [COMMUNICAT] (3.0 cr)

  or COMM 3710 - Event Planning and Management (3.0 cr)
- Choose one of the following. The course selected will not also satisfy an emphasis electives requirement.
  - COMM 4007 - Political Communication (3.0 cr)

  or COMM 4800 - Crisis Communication (3.0 cr)

Emphasis Electives

Take 12 or more credit(s) from the following:

- COMM 2002 - Interpersonal Communication [COMMUNICAT] (3.0 cr)
- COMM 3002 - Intercultural Communication [GLOB PERSP] (3.0 cr)
- COMM 3537 - Visual Communication (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)
- COMM 4850 - Report Writing (3.0 cr)
- MKTG 3230 - Digital Marketing (3.0 cr)
- MKTG 3250 - Integrated Marketing Communication (3.0 cr)
- MKTG 3300 - Principles of Marketing (3.0 cr)
- WRIT 2335 - Introduction to Creative Writing [HUMANITIES] (3.0 cr)
- WRIT 3856 - Editing (3.0 cr)

Social Media

The focus of this emphasis area is social media. A solid core in news and social media communication, visual communication, publication design and management, communication technology trends, and digital writing lead to applications in managing and creating content for social media. This area addresses the theory and practice of the craft. Communication professionals find or create careers as social media managers; public relations professionals; and advertising, marketing, and political campaign leaders across all fields of business and industry. A minor representing a subject field would be an excellent supplement to the program in communication with this emphasis area.

Core

Take 4 or more course(s) totaling 12 or more credit(s) from the following:

- 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)

Electives

Take 15 or more credit(s) from the following:

- COMM 3002 - Intercultural Communication [GLOB PERSP] (3.0 cr)
- COMM 3008 - Business Writing (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)
- COMM 4850 - Report Writing (3.0 cr)
- COMM 4900 - Public Relations (3.0 cr)
- MKTG 3230 - Digital Marketing (3.0 cr)
- MKTG 3250 - Integrated Marketing Communication (3.0 cr)
- MKTG 3300 - Principles of Marketing (3.0 cr)
- SRM 3006 - Sport Marketing and Communication (3.0 cr)
- WRIT 3856 - Editing (3.0 cr)

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Online

This sub-plan is optional and does not fulfill the sub-plan requirement for this program.

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The communication online BS program has the same curriculum as the on-campus program. The only difference is that the online program has an additional one credit technology requirement. To offset this 1-credit requirement, students take one less credit of electives. As with the on-campus program, online students will need to choose one of the three available sub-plans of the communication BS program (communication studies, organization communication/public relations, or writing).

Technology

Take exactly 1 course(s) totaling exactly 1 credit(s) from the following:

- GBUS 1005 - Orientation to Online Learning (1.0 cr)

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