Crookston Campus

Communication B.S.

Humanities, Social Sciences, and Education

Academic Affairs

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2017
- Required credits to graduate with this degree: 120
- Required credits within the major: 63
- Degree: Bachelor of Science

The BS in communication prepares students to be effective communicators in professional settings. Graduates can expect to find or create jobs in areas such as general corporate management, human resources, marketing, public relations, sports information, and technical communication. Communication 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 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 (newsletters, brochures, flyers, news releases, communication plans), design online resources, plan events, and manage projects.

The concentration area lets students select courses to focus their professional career preparation.

Program outcomes for graduates:
demonstrate proficiencies in applying theory, listening, reading, speaking, and writing professional contexts
demonstrate technology proficiencies in computer applications
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.

Program Requirements

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.

Required courses - 30 credits

COMM 2000 - Introduction to Communication (1.0 cr)
COMM 2110 - Communication Technology Trends (3.0 cr)
COMM 3000 - Communication Theory (3.0 cr)
COMM 3001 - Human Relationships and Leadership [HUMAN DIV] (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)

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COMM 4999 - Seminar in Communication (2.0 cr)
SOC 3001 *{Inactive}*(3.0 cr)

Liberal Education Requirements
A minimum of 40 liberal education credits required. Students must complete the 10 goal areas of the Minnesota Transfer Curriculum with the following specific liberal education courses required:
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 Requirements
3 credits - COMM 2110 is required to meet the technology requirement. COMM 2110 can be used to satisfy both the program and technology requirement.
COMM 2110 - Communication Technology Trends (3.0 cr)

Communication Electives
Take 12 or more credit(s) from the following:
•COMM 2002 - Interpersonal Communication [COMMUNICAT] (3.0 cr)
•WRIT 2223 - English Grammar and Usage (3.0 cr)
•COMM 2334 - Communication Topics (3.0 cr)
•WRIT 2335 - Introduction to Creative Writing [HUMANITIES] (3.0 cr)
•COMM 3008 - Business Writing (3.0 cr)
•WRIT 3303 - Writing in Your Profession (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)
•WRIT 3856 - Editing (3.0 cr)
•COMM 3857 - Technical Communication (3.0 cr)
•COMM 3002 - Intercultural Communication [GLOB PERSP] (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)

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 Requirements
Complete 21 credits of concentration (courses to be chosen in consultation with the student's advisor); a minimum of 9 credits must be upper division.

Organization Communication/Public Relations
The focus of this emphasis area is communication within organizations and communication with public constituencies. Conflict

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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 Requirements
Required courses - 12 credits
COMM 3008 - Business Writing (3.0 cr)
COMM 3710 - Event Planning and Management (3.0 cr)
COMM 4800 - Crisis Communication (3.0 cr)
COMM 4900 - Public Relations (3.0 cr)
Emphasis Electives
Take 9 or more credit(s) from the following:
•COMM 2002 - Interpersonal Communication [COMMUNICAT] (3.0 cr)
•COMM 3610 - Corporate Training (3.0 cr)
•COMM 3002 - Intercultural Communication [GLOB PERSP] (3.0 cr)
•COMM 4007 - Political Communication (3.0 cr)
•COMM 4802 - Publication Design and Management (3.0 cr)

Writing

The focus of this emphasis area is writing. A solid core in English grammar and usage, visual communication, editing, and publication design and management lead to applications in business writing, creative writing, intercultural writing, news and promotional writing, report writing, and technical communication. This area addresses the theory and practice of the craft. It includes fiction and non-fiction; text for reports, manuals, and project proposals; and text for journals, magazines, newspapers, and social media.

Writing professionals find or create careers as business writers, editors, freelance writers, and technical writers. These professionals find jobs in book, magazine, and newspaper publishing companies; businesses and industries; computer software firms; engineering firms; government agencies; health care organizations; and other. A minor representing a subject field would be an excellent supplement to the program in communication with this emphasis area.

Emphasis Requirements
Required Courses - 12 credits
WRIT 2223 - English Grammar and Usage (3.0 cr)
COMM 3537 - Visual Communication (3.0 cr)
WRIT 3856 - Editing (3.0 cr)
COMM 4802 - Publication Design and Management (3.0 cr)
Emphasis Electives
Take 9 or more credit(s) from the following:
•WRIT 2335 - Introduction to Creative Writing [HUMANITIES] (3.0 cr)
•COMM 3008 - Business Writing (3.0 cr)
•WRIT 3303 - Writing in Your Profession (3.0 cr)
•COMM 3857 - Technical Communication (3.0 cr)
•COMM 3002 - Intercultural Communication [GLOB PERSP] (3.0 cr)
•COMM 4850 - Report Writing (3.0 cr)

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

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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 Requirement
Required course - 1 credit
GBUS 1005 - Orientation to Online Learning (1.0 cr)

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