BA in Business Communication with Specialization in Corporate Communication (30 credits)

Business Prerequisites (15 credits)
- MKT 3000 Marketing Foundations
- MGT 3120 Foundations of Management
- BUS 1000 Introduction to Business (prerequisite for CIS 2200)
- CIS 2200 Introduction to Information Systems and Technologies
and one of the following:
- STA 2000 Business Statistics
- or STA 2100 Statistics for Social Science
- or ECO 1001 Micro-Economics
- or ECO 1002 Macro-Economics
- or ECO 1110 Current Economic Problems

COM Prerequisites (3 credits)
- COM 1010 Speech Communication

COM Specialization (12 credits)
- COM 3150 Business Communication
- COM 3102 Communication for Executives
- COM 3068 Managerial Communication within Organizations
- COM 5010 Internship in Business & Public Communication

COM Electives (9 credits) (choose three courses)
- COM 3020 Communication and Advocacy in Business and Public Affairs
- COM 3045 Communication Law and Free Speech
- COM 3057 Introduction to Digital Communication and Culture
- COM 3058 The Ethics of Image Making: Film, Television, and Digital Media
- COM 3059 Video Communication & Production
- COM 3064 Classical Rhetoric
- COM 3065 American Public Address
- COM 3066 Modern Frontiers of Rhetoric
- COM 3067 American Television Programming
- COM 3069 Intercultural Communication
- COM 3070 Persuasion
- COM 3071 Argumentation and Debate
- COM 3074 Elements of Legal Argumentation
- COM 3075 Interpersonal and Group Communication
- COM 3076 International Communication
- COM 3077 Interpersonal Communication
- COM 3078 Group Communication
- COM 3079 Gender, Ethnicity, and Race in Communication
- COM 3080 Virtual Teamwork
- COM 3081 Organizations in International Development
- COM 3110 Contemporary Issues in Digital Media
- COM 3111 Markets, Media, and Meaning
- COM 3800 Principles of Public Relations
- COM 4000 Corporate Communication
- COM 4005 Public Relations Writing
- COM 4010 Public Relations Campaigns
- COM 4059 Advanced Video Communication and Production
- COM 4101 Selected Topics
- COM 4900 Topics in Communication Studies
- COM 4905 Language and Social Interaction
- COM 4906 Communication Research Strategies

Business Electives (6 credits)
- Marketing/Advertising (choose one course):
  - MKT 3605 Consumer Behavior
  - MKT 3600 Marketing Research
  - MKT 3520 Advertising & Marketing Communications
- Management (choose one course):
  - MGT 3800 Management and Society
  - MGT 3300 Management: A Behavioral Approach

Liberal Arts or Business Elective (3 credits)
One business or liberal arts elective (2000 level or above): COM faculty advisor must approve.