

A Communication Minor for Business or Accounting Majors

Employers normally assume that a job applicant with good grades in his/her major and good recommendations is likely to be able to perform the specific requirements of the position. The edge in the job search and in career advancement often goes to the individual who brings additional abilities needed by the firm. Survey after survey of personnel managers reveals that, regardless of job type, the top skills sought by employers include written and oral communications skills, ability to work in groups and teams, interpersonal skills, and planning and problem-solving abilities. The courses that make up the Communication minor are specifically designed to enhance student abilities in just those areas. If you are a Business or Accounting Major, you may want to consider augmenting your program of study with the Communication minor.

Requirements for the Communication Minor include five courses plus workshop credit as shown below. (**Best options** for Business and Accounting Majors are in **bold**)

- COMM 101 – Fundamentals of Communication,
- at least one semester hour of workshop credit (**COMM 113, 114, 115 or 116**)

- Completion of the Communication Concentration, consisting of
 - COMM231 – Interpersonal Communication or **COMM 235 – Small Group Communication,**
 - COMM 233 – Advanced Public Speaking,
 - and two courses from
 - COMM 333 – **Organizational Communication,**
 - COMM 335 -- Argumentation,
 - COMM 337 – Communication Criticism
 - COMM 339 – **Persuasion**

Course Highlights

COMM 114 - Print Media Workshop involves students in participation with one of the College's print media, most often the Courier. Working during their free time, workshop participants will write news stories or participate in layout, advertising or other business of newspapers. Not only does the course develop written communication skills, it also involves the student in a real working organization with the added opportunity of obtaining organizational and leadership experience. This course can be repeated multiple times for additional, pass/fail credit.

COMM 115 and 116 - Electronic Media Workshops involve students in participation with one of the College's electronic media, most often WMCR radio or MC-TV (cable). Working during their free time, workshop participants will do a radio show, or film and report news or work on the production of MC-TV's news programming or participate in

advertising or other business of broadcasting. Not only does the course develop oral communication skills, it also involves the student in a real working organization with the added opportunity of obtaining organizational and leadership experience. This course can be repeated multiple times for additional, pass/fail credit.

COMM 235 – Small Group Communication focuses on the dynamics of who people work in groups and teams. Students learn highly valuable skills in team work and group leadership along with developing abilities to use problem-solving and decision-making methods essential in modern organizations.

COMM 333 – Organizational Communication introduces the student to the major theories (e.g. traditional theory, human relations theory, cultural theory, etc.) of how organizations function with a special emphasis on how each theory reveals the role of communication processes in the effective management of people and the firm. The course also offers a strong component emphasizing the role communication plays in your success in your future career. The laboratory portion of this course engages students in an extended simulation as employees in an imaginary training and development company. Thus, the lab allows students to gain experience in one of the hottest areas in the business world today, development of training programs, while providing a realistic immersion in an experience of work in a professional organization. The major assignment for this course often results in project of considerable interest to prospective employers.

COMM 339 – Persuasion focuses on the theory and practice of the most important of all communication abilities, the ability to influence others. With lots of real-world and practical examples, students discover how to use persuasion theory to understand others and create more effective persuasive messages. Central to the course is the development of persuasive campaigns of the sort common in many businesses and industries. The major assignment for this course often results in project of considerable interest to prospective employers.

Minors offered by the Communication Studies Department

Communication Minor. COMM101, at least one semester hour of workshop credit, plus COMM231 or 235, 233, and two courses from COMM333, 335, 337 and 339.

Media Minor. COMM101, at least one semester hour of workshop credit, plus COMM261, 263, 363, and 365.