

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 four courses plus workshop credit as shown below. (**Best options** for Accounting and Business careers are in **bold**)

- at least .25 course credits of workshop experience (**COMM 113, 115, 116, 213 or 214**)
- Completion of the Communication Concentration, consisting of
 - one of the following courses
 - **COMM231 – Interpersonal Communication** or
 - **COMM 235 – Small Group Communication**, (Both of these choices are valuable courses in the world of business and accounting. If you can take both COMM 231 and 235, do it. If you can't, take COMM 235)
 - two courses from
 - **COMM 333 – Organizational Communication**,
 - COMM 335 -- Argumentation
 - COMM 337 – Communication Criticism
 - **COMM 339 – Persuasion**
 - And one additional Communication course elective, (Good choices for your elective course might include COMM 260 (Introduction to Journalism), COMM 269 (Multi-media Production), PUBR 367 (Layout and Design), PUBR 341 (Public Relations) or PUBR 363 (Media and PR Writing).

Course Highlights

COMM 113 - Communication Workshop involves students in participation with ScotSpeak, our competitive forensics program (speech team). Working during their free time, ScotSpeak members participate in weekend speech contests or in on-campus public speaking events and debates. Some students enroll in COMM 113 and arrange special projects involving their interests and the practice of communication as an alternative to participation in ScotSpeak

Public Speaking experience (and other special abilities in communication) promote extra skills that may be attractive to human service organizations. This course can be repeated up to three times for additional 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 269 - Multi-Media Production. A study of contemporary electronic communication technology. Applications include the creation and implementation of multimedia projects (audio, video, graphics) and website design/maintenance. Combines application of communication theory with practice in developing successful projects.

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.

PUBR 341 - Public Relations. An examination of contemporary theory and practice. Students will study the history and development of public relations and will create a variety of applications (press releases, public presentations, features, etc.). Students will analyze case studies and will carry out a public relations campaign.

PUBR 363 - Media and Public Relations Writing. A broadcast media and public relations writing course providing practical experience in the creation of commercial and noncommercial materials for radio, television, print and news media.

PUBR 367 - Layout and Design. A study of design and layout concepts as they apply to print and electronic communication. Applications include Web site design and the creation and implementation of media projects (promotional graphics, printed materials, photo-illustrations). Combines application of communication theory with practice in developing successful projects.

Minors offered by the Communication Studies Department

Required Courses for the Communication Minor (*for students not seeking a major in Communication; 4.25 credits*):

- *One of the following two courses: (1 course credit)*
 - COMM 231 Interpersonal Communication
 - COMM 235 Small Group Communication
- *Two of the following four courses: (1 course credit each)*
 - COMM 333 Organizational Communication
 - COMM 335 Argumentation
 - COMM 337 Communication Criticism
 - COMM 339 Persuasion
- One additional Communication course elective, (1 course credit)

- At least .25 credits in workshop courses at the 100 or 200 level.

Required Courses for the Media Minor (*for students not seeking a major in Communication; 4.25 credits*):

- COMM 261 Mass Media and Modern Society, 1 course credit
- COMM 269 Introduction to Multi-Media Production, 1 course credit
- PUBR 363 Media and Public Relations Writing, 1 course credit
- COMM 369 Convergent Media Production, 1 course credit
- At least .25 credits in workshop courses from COMM 115, 116, 214, 215 or 216.

Required Courses for the Journalism Minor (a minimum of 5.25 credits)

- COMM 260 – Introduction to Journalism: Reporting and Writing, 1 course credit
- PUBR 363 – Media and Public Relations Writing, 1 course credit
- PUBR 367 – Layout & Design, 1 course credit
- An approved internship (or COMM 495/6) (0-2 course credits)
- At least .25 credits in workshop courses from COMM 116 or 214 or 216
- Two elective course credits, neither of which is in a student's major department or which counts.

Substitutions are sometimes permitted with departmental approval.