

Bachelor of Science - Communications

Course	Course Title	COMMB1	COMMB2	COMMB3	COMMB4	COMMB5	ILO1	ILO2	ILO3	ILO4	ILO5
MGMT 312	Principles of Management				X				X	X	X
MKTG 300	Marketing				X				X	X	X
COMM 335	Communication in Groups and Teams	X	X	X			X	X	X	X	X
MKTG 332	Marketing Research	X				X		X		X	X
SPCH 100	Speech Communication	X		X			X	X	X	X	X
COMM 150	Interpersonal Communication		X	X			X	X	X		X
COMM 315	Communication Ethics	X	X	X	X	X	X	X	X	X	X
COMM 321	Organizational Communication	X	X	X	X		X	X	X	X	X
COMM 495	Communications Capstone	X	X	X	X	X	X	X	X	X	X
COMM 400	Intercultural Communication			X	X		X		X	X	X
GRPH 210	Fundamentals of Graphic Design			X			X		X		X
ENG 320	Business & Professional Writing			X			X		X		X
COMM 105	Digital Design			X			X		X		X
COMM 241	Media Design			X			X		X		X
ENG 205	Business & Professional Writing	X	X	X			X	X	X	X	X

Institution Learning Outcomes

ILO1	Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
ILO2	Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems. Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
ILO3	
ILO4	Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
ILO5	Disciplinary Expertise

Program Learning Outcomes

COMMB1	Apply ethical reasoning to professional communications.
COMMB2	Explain communication processes and the dynamics of leadership and groups.
COMMB3	Apply the forms of effective communication.
COMMB4	Analyze human behavior in an organizational culture.
COMMB5	Research communication audiences and media effects.