

ADULT DEGREE COMPLETION - BUSINESS COMMUNICATION MAJOR

Program Requirements

A 48-credit comprehensive business emphasis with attention to communication and messaging strategies for improving workplace outcomes.

Code	Title	Credits
ACC 201	Introduction to Financial Accounting	3
ADC 300	Degree to Career Success	1
ADC 490	Capstone	3
BUAD 185	Business Communication	3
BUAD 270	Principles of Marketing	3
BUAD 300	Business Ethics	3
BUAD 333	Organizational Behavior	3
BUAD 335	Marketing Communications	3
BUAD 350	Human Resource Management	3
BUAD 355	Finance for the Non-Financial Manager	3
BUAD 397	Special Topics (Introduction to Sales)	2
COM 274	Public Relations Communication	3
COM 346	Multimedia Communication	3
COM 371	Small Group and Conflict Management	3
COM 375	Social Media Skills	3
COM 377	Intercultural Communication in the Digital Age	3
ENG 302	Technical Writing	3
Total Credits		48

Digital Marketing Specialization (optional with Business Communication major):

Code	Title	Credits
ART 173		
BUAD 327	Social Media Marketing	3
BUAD 345	Consumer Behavior	3
COM 474	Campaign Planning in Advertising and Public Information	3

Course	Title	Credits
Year One		
Fall		
ADC 300	Degree to Career Success	1
BUAD 185	Business Communication	3
COM 274	Public Relations Communication	3
	Credits	7
Spring		
BUAD 270	Principles of Marketing	3
COM 375	Social Media Skills	3
	Credits	6
Summer		
COM 377	Intercultural Communication in the Digital Age	3
ENG 302	Technical Writing	3
	Credits	6

Year Two		
Fall		
ACC 201	Introduction to Financial Accounting	3
BUAD 333	Organizational Behavior	3
	Credits	6
Spring		
BUAD 335	Marketing Communications	3
COM 346	Multimedia Communication	3
	Credits	6
Summer		
BUAD 300	Business Ethics	3
	Credits	3
Year Three		
Fall		
BUAD 355	Finance for the Non-Financial Manager	3
COM 371	Small Group and Conflict Management	3
	Credits	6
Spring		
BUAD 350	Human Resource Management	3
ADC 490	Capstone	3
	Credits	6
	Total Credits	46

Optional Digital Marketing Specialization

Course	Title	Credits
Year Four		
Fall		
ART 173		3
BUAD 327	Social Media Marketing	3
	Credits	6
Spring		
BUAD 345	Consumer Behavior	3
	Credits	3
Summer		
COM 474	Campaign Planning in Advertising and Public Information	3
	Credits	3
	Total Credits	12