

# Professional Communication

## PROGRAM HIGHLIGHTS

- A dynamic interdisciplinary course sequence explores the intersections of writing, business and new media.
- A strong emphasis on emerging technologies ensures that students graduate with competitive skills.
- Client-based projects and a solid foundation in human, consumer and organizational behavior allow students to explore how business, design and marketing connect to communication practices.
- Internship opportunities and multiple elective courses allow students to gain professional experience before graduation and to customize their major according to career objectives.
- The Professional Communication curriculum promotes innovation, an understanding of rhetorical strategies and ethical practice.

<b>FIRST YEAR</b>	<b>CREDITS</b>
WRTG-101 Writing Seminar I	3
HIST-11x Historical Understanding I	3
( ) Arts and Cultures	3
( ) Science 1	3
( ) Math I	3
( ) Math II	3
H801 Introduction to Psychology	3
T122 Computer-Aided Design	3
COMM Intro. to Prof. Comm: Writing Studio	3
COMM What Is Design	3
PE-( ) Physical Education	.5
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<b>SECOND YEAR</b>	<b>CREDITS</b>
( ) Science II	3
SOC-2xx Social Sciences I	3
( ) Language or Area Studies	3
WRTG-21x Writing Seminar II	3
H853 Interpersonal Relations	3
B221 Principles of Marketing	3
B231 Consumer Behavior	3
COMM Visual Communication	3
COMM Technologies of Communication	3
COMM Survey of Research Methods	3
<b>THIRD YEAR</b>	<b>CREDITS</b>
( ) Language or Area Studies	3
( ) Humanities I	3
( ) Junior Seminar	3
( ) Junior Seminar	3
B123 Principles of Management	3
B240 Marketing Communication	3
COMM Technical Writing	3
COMM Research in Emerging Technologies	3
COMM Writing for the Public	3
( ) Free Elective/Internship	3
<b>FOURTH YEAR</b>	<b>CREDITS</b>
COLLST-499 Contemporary Perspectives	4
B160 Organizational Behavior	3
COMM Multimedia Presentations	3
COMM Capstone Portfolio	6
COMM Professional Issues	3
( ) Free Elective/Internship	3
( ) Free Elective	3
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# Professional Communication

Professional Communication is a growing field that involves a wide range of workplace activities including writing, editing and presenting. Students in the Professional Communication program develop expertise in emerging technologies and new media as they prepare for careers as specialists in all forms of modern communication.

Professional Communication students engage their creativity through the integration of words, images, and sounds—and they do so while acquiring practical skills in a career-oriented educational setting. In our Professional Communication Media Lab, students will engage in team projects to produce corporate brochures, murals, non-profit identity kits, media campaigns for charities, public service announcements and other types of presentations, working with subject-matter experts from across the University and beyond.

Graduates of the program, depending on their areas of focus, will work in a wide variety of organizations as writers, public relations specialists, web site content developers, corporate communication representatives, bloggers, journalists and editors. Typical workplace challenges for our graduates include writing and editing for print and digital publications, using new media to create effective presentations, and serving on interdisciplinary teams dedicated to client-based projects.

- **Professional Communication specialists can expect to find both local and international job opportunities. Emerging technologies and communication practices are creating a growing number of jobs for specialists who can write, edit, manage, produce, and distribute professional communications.**
- **The Professional Communication degree prepares students for careers as communication specialists in business, government and the non-profit sector.**
- **Studying Professional Communication develops writing, research and presentation skills that students can apply to graduate training in a variety of fields, including law, public affairs, education, creative writing and business.**