

BUSINESS AND STRATEGIC COMMUNICATION MINOR

<https://cps.unh.edu/program/minor/business-strategic-communication>

Description

The minor in Business and Strategic Communication focuses specifically on communication that is external to businesses and organizations. Extensive consideration is given to an organization's image: how to define it, promote it, enhance it, and manage it in times of crisis. However, because a solid external image is predicated upon sound internal structure and communication, the "business communication" component of this minor encompasses topics such as: managerial communication, presentations, and leadership.

NOTE: This minor may not be declared with the following majors: BS Professional Communication: Business and Strategic Communication.

Students will have the opportunity to:

1. Assess the profound impact of an organization's external image upon its current reputation and future success.
2. Analyze strategies by which organizations establish, promote, and maintain their external image.
3. Identify strategies by which organizations manage their image in times of crisis, and how they rebuild it in the aftermath.
4. Develop knowledge of managerial communication in the areas of leadership, direction, and meetings.

Requirements

All minor courses must be completed with a minimum grade of C-, and a 2.0 grade point average must be maintained in courses for the minor. Two courses must be at the upper level (600 or 700). Only one overlap is allowed between major and minor.

Code	Title	Credits
Required Courses		
COM 565	Strategic Communication	4
COM 590	Professional Communication	4
COM 710	Managerial Communication	4
MGMT 566	Organizational Behavior	4
LD 600	Becoming an Effective Leader	4
Total Credits		20