

# PROFESSIONAL COMMUNICATION MAJOR: BUSINESS AND STRATEGIC COMMUNICATION OPTION (B.S.)

<https://cps.unh.edu/online/program/bs/professional-communication-business-strategic-communication-option>

## Description

The Bachelor of Science in Professional Communication hones the skills of analytical thinking, compelling writing, effective persuasion, and clear expression to prepare graduates to work in an information-based economy and to be engaged citizens of a media-driven culture. The major is well-suited to students interested in careers or further studies in such areas as public relations, public service, nonprofit advocacy, and corporate communications. Courses provide students the opportunity to study fundamental theory and multiple sectors of practice in the discipline of communication and to prepare to contribute to public and private enterprises that consistently need to convey messages effectively, manage information appropriately, and respond ethically and effectively to opportunities and to crises.

## Requirements

### Degree Requirements

**Minimum Credit Requirement:** 120 credits

**Minimum Residency Requirement:** 30 credits must be taken at UNH

**Minimum Cumulative GPA:** 2.0 is required for conferral\*

**Core Curriculum Required:** General Education Program

Major, Option and Elective Requirements as indicated.

\*GPA: Major and any state certification GPA requirements may be higher and are indicated in program details.

A minimum grade of C- is required in all Major coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor, and General Education requirements with only one overlap being utilized between the Major and Minor. Please note that Option requirements are considered part of the Major. Students must complete 16 upper-level credits in majors within the College of Professional Studies, Online.

### General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

All General Education requirements, including CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 Interdisciplinary Seminar, must be taken prior to the capstone.

Code	Title	Credits
ENG 420	The Writing Process	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 480	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems		4
Knowledge of the Physical & Natural World		4
Knowledge of Human Thought & Expression		4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601	Interdisciplinary Seminar	4
<b>Total Credits</b>		<b>40</b>

### Writing Program Requirements

All bachelor's degree candidates are required to complete four writing intensive courses as part of the University [Writing Program Requirements](#) as follows:

Code	Title	Credits
ENG 420	The Writing Process	
One Writing Intensive course in the Major		
One Writing Intensive course at the 600-level or above		
One Additional Writing Intensive Course		

*Writing Intensive courses are identified with the label "Writing Intensive Course" in the "Attributes" section of the course description and/or a W following the course number.*

### Major Requirements

Prior to capstone enrollment, students are expected to complete the majority of their required major courses along with CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 Interdisciplinary Seminar. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. Academic Advisor approval is required for registration to be processed.

Code	Title	Credits
<b>Major in Professional Communication</b>		
<i>Foundation Courses</i>		
COM 440	Persuasive Communication	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 465	Communication Theory	2
COM 480	Visual Communication	4
COM 535	Visual Media Production	4
<i>Intermediate Courses</i>		
COM 590	Professional Communication	4
COM 665	Media and Strategic Communication	4
<i>Advanced Courses</i>		
COM 707	Communication for Training and Performance Improvement	2
<i>Option in Business and Strategic Communication</i>		
COM 565	Strategic Communication	4
COM 710	Managerial Communication	4
LD 600	Becoming an Effective Leader	4
Select two of the following:		8
APST 705	Grant Writing	
LD 660	Leadership Theory	
MGMT 566	Organizational Behavior	
MKT 615	Digital Storytelling and Brand Management	
<i>Integrative Capstone</i>		

COM 797	Integrative Capstone: Project in Professional Communication	4
<b>Total Credits</b>		<b>52</b>

## Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, option or minor. Students will need 120 credits total to graduate with a bachelor's degree from the Online Division of the College of Professional Studies.

## Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

## Sample Course Sequence

First Year		Credits
<b>Fall</b>		
COM 440	Persuasive Communication	4
ENG 420	The Writing Process	4
General Education Course		4
Elective		4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
COM 465	Communication Theory	2
MTH 402	Math for Our World	4
or MTH 504	or Statistics	
or MTH 510	or Pre-Calculus	
COM 480	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
<b>Credits</b>		<b>14</b>
<b>Second Year</b>		
<b>Fall</b>		
COM 460	Interpersonal Communication and Group Dynamics	4
COM 535	Visual Media Production	4
General Education Course		4
Elective		4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
COM 565	Strategic Communication	4
COM 590	Professional Communication	4
General Education Course		4
Elective		4
<b>Credits</b>		<b>16</b>
<b>Third Year</b>		
<b>Fall</b>		
COM 665	Media and Strategic Communication	4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4

APST 705	Grant Writing	4
or LD 660	or Leadership Theory	
or MGMT 566	or Organizational Behavior	
or MKT 615	or Digital Storytelling and Brand Management	

Elective		4
<b>Credits</b>		<b>16</b>

Spring		Credits
LD 600	Becoming an Effective Leader	4
COM 707	Communication for Training and Performance Improvement	2
MGMT 566	Organizational Behavior	4
or APST 705	or Grant Writing	
or LD 660	or Leadership Theory	
or MKT 615	or Digital Storytelling and Brand Management	
Elective		4
<b>Credits</b>		<b>14</b>

Fourth Year		Credits
<b>Fall</b>		
IDIS 601	Interdisciplinary Seminar	4
COM 710	Managerial Communication	4
Elective		4
Elective		4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
COM 797	Integrative Capstone: Project in Professional Communication	4
Elective		4
Elective		4
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>120</b>

## Student Learning Outcomes

- Survey foundational theories of communication relating to individuals, groups, and mass media.
- Create and deploy distinct messages suited to specific audiences and situations, in written, verbal, and digital formats.
- Compose, design, and deliver targeted and engaging presentations.
- Identify and respond to complex communication practices and challenges within organizations, and effect strategic improvements thereto.
- Analyze and critique rhetorical strategies and communication methods specific to cultural and industry norms.
- Employ an understanding of the impact of cultural differences on communication in a global context.
- Integrate individual reflection on questions of ethics and citizenship, particularly in digital contexts, to include the personal and professional ramifications of netiquette, digital footprint, and digital citizenship.
- Demonstrate aptitude with research methods, both quantitative and qualitative, as these inform and are applied in the field of professional communication.

- Develop specialized knowledge and skill in a specific aspect or professional practice within professional communication.