

# PROFESSIONAL COMMUNICATION MAJOR: VISUAL COMMUNICATION AND SOCIAL MEDIA OPTION (B.S.)

<https://cps.unh.edu/online/program/bs/professional-communication-visual-communication-social-media-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>Foundational 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 Visual Communication and Social Media</i> |  |         |
| COM 504  | Web Development I                                      | 4       |
| COM 680  | Trends in Digital and Social Media                     | 4       |
| COM 670  | Advanced Visual Communication                          | 4       |
| Select two of the following:                           |  | 8       |
| ART 512  | Fundamentals of Design                                 |         |
| CMPL 540   | Best Practices in Website Design                       |         |
| CMPL 622   | Human Computer Interaction                             |         |
| COM 685  | Web Development II                                     |         |
| MKT 510  | Principles of Marketing                                |         |
| MKT 600  | Social Media Marketing                                 |         |
| MKT 720  | Digital Advertising                                    |         |
| <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         |
| COM 480                  | Visual Communication                           | 4         |
| CRIT 501                 | Introduction to Critical Inquiry               | 4         |
| MTH 402                  | Math for Our World                             | 4         |
| or MTH 504               | or Statistics                                  |           |
| or MTH 510               | or Pre-Calculus                                |           |
| <b>Credits</b>           |  | <b>14</b> |
| <b>Second Year</b>       |  |           |
| <b>Fall</b>              |  |           |
| COM 460                  | Interpersonal Communication and Group Dynamics | 4         |
| COM 504                  | Web Development I                              | 4         |
| COM 535                  | Visual Media Production                        | 4         |
| Elective                 |  | 4         |
| <b>Credits</b>           |  | <b>16</b> |
| <b>Spring</b>            |  |           |
| COM 590                  | Professional Communication                     | 4         |
| General Education Course |  | 4         |
| General Education Course |  | 4         |
| Elective                 |  | 4         |
| <b>Credits</b>           |  | <b>16</b> |

| Third Year           |   |            |
|----------------------|---|------------|
| <b>Fall</b>          |   |            |
| ART 512              | Fundamentals of Design                                      | 4          |
| or CMPL 540          | or Best Practices in Website Design                         |            |
| or CMPL 622          | or Human Computer Interaction                               |            |
| or COM 685           | or Web Development II                                       |            |
| or MKT 510           | or Principles of Marketing                                  |            |
| or MKT 600           | or Social Media Marketing                                   |            |
| or MKT 720           | or Digital Advertising                                      |            |
| COM 665              | Media and Strategic Communication                           | 4          |
| CRIT 602             | Advanced Critical Analysis and Strategic Thinking           | 4          |
| Elective             |   | 4          |
| <b>Credits</b>       |   | <b>16</b>  |
| <b>Spring</b>        |   |            |
| COM 670              | Advanced Visual Communication                               | 4          |
| COM 707              | Communication for Training and Performance Improvement      | 2          |
| COM 685              | Web Development II  | 4          |
| or ART 512           | or Fundamentals of Design                                   |            |
| or CMPL 540          | or Best Practices in Website Design                         |            |
| or MKT 510           | or Principles of Marketing                                  |            |
| or MKT 600           | or Social Media Marketing                                   |            |
| or MKT 720           | or Digital Advertising                                      |            |
| Elective             |   | 4          |
| <b>Credits</b>       |   | <b>14</b>  |
| <b>Fourth Year</b>   |   |            |
| <b>Fall</b>          |   |            |
| COM 680              | Trends in Digital and Social Media                          | 4          |
| IDIS 601             | Interdisciplinary Seminar                                   | 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.