

PROFESSIONAL COMMUNICATIONS

The ability to communicate well, both verbally and in writing, is consistently named by employers as one of the top skills they're looking for in new hires. Our Bachelor of Science in Professional Communications program will prepare you to enter the twenty-first century workforce as an effective communicator in a variety of professional settings.

You'll learn to give various forms of literature critical close-reading and interpretation, building your foundation for effective writing and communications. With its curriculum that touches upon multiple facets of communications, you'll learn and practice in areas that include public relations, technical writing, writing in the healthcare industry, creative writing, and cross-cultural communications.

During your senior year, you'll complete your choice of an independent writing project or professional internship as your senior capstone experience.

According to the U.S. Bureau of Labor Statistics, those with a communications degree work in occupational fields such as management, arts, design and entertainment, business and financial operations, and sales and related occupations. It's a degree that will pave the way for many career paths.

Programmatic Outcomes

1. Evaluate foundational theories of communication relating to individuals, groups, and mass media.
2. Apply rhetorical theories to create and deploy messages in written, verbal, and digital formats.
3. Compose, design, and deliver engaging presentations suited to specific audiences and situations.
4. Identify and respond to complex communication practices and challenges within organizations and propose strategic improvements.
5. Analyze and critique rhetorical strategies and communication methods specific to cultural and industry norms.
6. Assess the impact of cultural differences on communication in a global context.
7. Integrate individual reflection on questions of ethics and citizenship, particularly in digital contexts.
8. Apply both quantitative and qualitative research methods in the field of professional communication.
9. Develop specialized knowledge and skill in a professional practice within professional communication.