

BA in Communication Management

48 units

The communication management major (<https://www.apu.edu/comm/programs/communication-major/>) is an interdisciplinary, "next-level" degree program that trains students for promotion, management, and leadership. This degree program equips graduates with many skills needed for promotion and leadership in a variety of fields, such as business, health care, government, hospitality, and more. Communication management graduates are equipped in foundational theory and with expertise in conflict management, small-group decision-making and facilitation, understanding organizational cultures and functioning, relational communication, persuasion and social influence, intercultural communication, and much more.

Career Opportunities

To prepare for career opportunities, students are required to complete a 3-unit communication internship prior to graduation. Communication management graduates often work as:

- Managers and organizational leaders
- Communication training and development specialists
- Strategic communication (including social media) specialists
- Human resource officers
- Corporate or personal event planners
- Customer relations managers
- Sales representatives
- Higher education administrators
- Student development professionals
- Ministry leaders in churches or nonprofits
- Marriage and family counselors
- Entrepreneurs

Requirements

To graduate, communication management majors must maintain a cumulative grade-point average of 2.0 or higher in their major coursework.

| Code | Title | Units |
|---|---|-------|
| Lower-Division Core Requirements | | |
| COMM 111 | Public Communication ¹ | 3 |
| COMM 201 | Introduction to Communication Studies | 3 |
| COMM 211 | Professional Communication | 3 |
| COMM 225 | Communication and Relationships | 3 |
| COMM 230 | Small Group Communication | 3 |
| COMM 260 | Intercultural Communication ² | 3 |
| Upper-Division Core Requirements | | |
| COMM 300 | Research Methods in Communication | 3 |
| COMM 305 | Writing 3: Writing for Communication ³ | 3 |
| COMM 335 | Leadership Communication | 3 |
| COMM 420 | Conflict Management | 3 |
| COMM 430 | Organizational Communication | 3 |
| COMM 440 | Persuasion and Attitude Change | 3 |
| COMM 490 | Communication Internship ⁴ | 3 |
| COMM 496 | Communication Capstone: Ethics and Communication | 3 |
| Electives | | |
| Choose 6 units from the following: | | 6 |
| COMM 315 | Intercollegiate Forensics | |
| COMM 345 | Nonverbal Communication | |
| COMM 350 | Rhetoric and Political Influence | |
| COMM 435 | Family Communication | |

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| COMM 495 | Special Topics |
| COMM 498 | Directed Research |

Total Units

48

- 1 Meets the General Education Oral Communication requirement.
- 2 Meets the General Education Intercultural Competence requirement.
- 3 Meets the General Education Writing 3 requirement.
- 4 Meets the General Education Integrative and Applied Learning requirement.

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Explain how communication creates, sustains, manages, and changes persons, groups, organizations, and society, and use that knowledge in an ethical manner.
2. Articulate how the Christian faith and one's worldview can inform the study, evaluation, and practice of communication.
3. Identify one's own communication tendencies, strengths, and weaknesses.
4. Express ideas clearly and accurately through oral and written communication using various media in academic and practitioner contexts.
5. Utilize quantitative and qualitative research tools to explore communication worlds.
6. Apply communication theories and ethics to various communicative situations.
7. Identify a vocational direction where one's communication skills can be utilized to make a positive difference.