

Applied Communication Emphasis

Bachelor of Applied Studies (B.A.S.)

ORGANIZATIONAL LEADERSHIP Major

Code	Title	Credits
BAS-ILS Core		
Supporting Courses		6
ILS 198	Integrative Leadership Seminar I	
Writing Course		
COMM 185 or ENG COMP 105	Business and Media Writing English Composition II: Composition and Rhetoric	
Upper-Level Courses		6
ILS 400	Capstone: Synthesis and Assessment of Learning	
Critical Thinking (choose one course):		
ECON 307	History of Economic Thought	
HUM DEV 424	The Development of Creative and Critical Thinking	
ILS 300	Integrative Leadership Seminar II	
PHILOS 301	Ethical Theory	
PHILOS 401	Plato and Aristotle	
Total Credits		12

Code	Title	Credits
Applied Communication Emphasis		24
Supporting Courses		
COMM 133	Fundamentals of Public Address	
Choose two of the following courses:		
COMM 102	Introduction to Communication	
COMM 185	Business and Media Writing ¹	
COMM 205	Elements of Media	
COMM 290	Communication Problems and Research Methods	
Choose one of the following courses:		
COMM 166 or COMM 237	Fundamentals of Interpersonal Communication Small Group Communication	
Elective Courses (choose 12 credits):		
COMM 308	Information Technologies	
COMM 333	Persuasion and Argumentation	
COMM 335	Organizational Communication	
COMM 336	Theories of the Interview	
COMM 340	Mediation and Conflict Resolution	
COMM 380	Communication Law	
COMM 381	Principles of Public Relations/Corporate Communications	
COMM 430	Information, Media and Society	
COMM 445	Human Communication Theory	
COMM 477	Social Media Strategies	
COMM 480	Cases in Communications and Media Management	
Total Credits		24

¹ Is an available option if not already used to fulfill the BAS-ILS Core writing requirement