

Professional Communication, B.A.

The Professional Communication major is offered at one or more centers of the College for Professional Studies but is not available in the College of Arts and Sciences. Classes required for the Professional Communication major may not be available on the Adrian campus.

The Professional Communication major is a multidisciplinary program for people with prior study, work experience and/or interest in a number of professional communication fields. Students with prior study in communication, journalism, writing, graphic arts, web design and marketing will find this program to be a beneficial degree completion option. Emphasis is placed on enhancing students' communication skills and competencies in the workplace, along with helping to further prepare students for careers in a number of communication-related fields.

Courses Required for Major

Prerequisites Required: 6 Credit Hours

- MGT 302 Management Principles And Cases **3 credit hours**
- Public Speaking **3 credit hours**
or
- PCM 301 Fundamentals Of Professional Communication **3 credit hours**

Program Requirements: 9 credit hours

- PCM 330 Intercultural Communication **3 credit hours**
- PCM 340 Professional Speaking **3 credit hours**
- PCM 495 Professional Communication Seminar **3 credit hours** **

Cognate Requirements: 12 credit hours

- BAM 441 Managerial Communications **3 credit hours**
- BAM 311 Business Ethics **3 credit hours**
- MGT 452 Leadership **3 credit hours**
- PHI 329 Technology And The Human Condition **3 credit hours** *

Approved Electives: 15 credit hours

Five approved electives from a number of communication related disciplines, including but not limited to communication, journalism, English (excluding Composition 1 & 2), marketing, graphic design (or related art courses) and web design/multimedia, must be approved by the Professional Communication program coordinator.

Possible elective courses offered by one or more College for Professional Studies degree completion centers include:

- ENG 341 Advanced Expository Writing **3 credit hours**
- ITM 365 Management Of Information Technology **3 credit hours**
- ITM 370 Electronic Commerce **3 credit hours**
- MGT 329 Managing Cultural Differences **3 credit hours**
- MGT 360 Human Resource Management **3 credit hours**

- MGT 361 Organizational Behavior **3 credit hours**
- MGT 365 Project Management **3 credit hours**
- MGT 485 Special Topics **1-3 credit hours**
- MKT 310 Marketing Principles And Cases **3 credit hours**
- MKT 350 Consumer Behavior **3 credit hours**
- MKT 351 Advertising And Promotion **3 credit hours**
- MKT 360 Social Media Marketing **3 credit hours**
- MKT 460 Marketing Management **3 credit hours**
- MKT 470 Global Marketing **3 credit hours**
- PCM 301 Fundamentals Of Professional Communication **3 credit hours** *
- PCM 335 Social Media for Mass Communication **3 credit hours**
- PSY 441 Group Dynamics **3 credit hours**
- SOC 314 Ethnic Dimensions Of American Society **3 credit hours**
- SOC 350 Conflict Resolution **3 credit hours**

Total for Major: 42 credit hours

Other Requirements

*Course must be completed with Siena Heights University.

* PCM 301 can be taken as an elective if students have NOT used PCM 301 as a program prerequisite.

**Students MUST take PCM 495 during their final term before graduation. Other courses may be taken during the final term as well, but PCM 495 cannot be taken sooner than the student's last term at Siena Heights.

18 credit hours at the 300/400 level must be completed with Siena Heights University.

1. At least one approved elective (3 credit hours) must be taken with Siena Heights University.
2. All students must maintain a cumulative 2.50 g.p.a. in the major.
3. Courses to be transferred into the major as electives or prerequisites from other institutions must be 2.0 g.p.a. or better, with some exceptions (see statements 5 & 7).
4. ENG 101 and ENG 102 (or equivalents) must be completed before beginning coursework in the PCM program with a 3.0 g.p.a. or higher.
5. A public speaking course or PCM 301 must be completed before beginning PCM coursework in the program.
6. If a public speaking course is transferred in from a community college, it must be completed at a 3.0 g.p.a. or higher.
7. Admission to all PCM courses is at the discretion of the PCM Coordinator.