

# PROFESSIONAL COMMUNICATION: BUSINESS AND STRATEGIC COMMUNICATION (B.S.)

Granite State College's 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.

Students will have the opportunity to:

1. Survey foundational theories of communication relating to individuals, groups, and mass media.
2. Create and deploy distinct messages suited to specific audiences and situations, in written, verbal, and digital formats.
3. Compose, design, and deliver targeted and engaging presentations.
4. Identify and respond to complex communication practices and challenges within organizations, and effect strategic improvements thereto.
5. Analyze and critique rhetorical strategies and communication methods specific to cultural and industry norms.
6. Employ an understanding of 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, to include the personal and professional ramifications of netiquette, digital footprint, and digital citizenship.
8. Demonstrate aptitude with research methods, both quantitative and qualitative, as these inform and are applied in the field of professional communication.
9. Develop specialized knowledge and skill in a specific aspect or professional practice within professional communication.

## Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at Granite State College

A minimum GPA of 2.0 is required for conferral

Requirements	Credit Hours
General Education Requirements (p. 1)	40
Major Requirements (p. 1)	60

Open Electives (p. 2)	20
<b>Total</b>	<b>120</b>

## General Education Requirements

A minimum grade of C 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 (4 s.h.) and IDIS 601 Interdisciplinary Seminar (4 s.h.), must be taken prior to the capstone.

Code	Title	Credits
ENG 500	The Writing Process	4
COMM 542	Interpersonal Communication and Group Dynamics	4
COMM 543	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		
MATH 502	Math for Our World	
MATH 504	Statistics	
MATH 510	Pre-Calculus	
	Knowledge of Human Behavior & Social Systems ( <a href="https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-behavior">https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-behavior</a> )	4
	Knowledge of the Physical & Natural World ( <a href="https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world">https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#physical-natural-world</a> )	4
	Knowledge of Human Thought & Expression ( <a href="https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought">https://catalog.granite.edu/undergraduate/degrees-programs-study/general-education-requirements/#human-thought</a> )	4
CRIT 602	Advanced Critical Analysis and Strategic Thinking	4
IDIS 601	Interdisciplinary Seminar	4
<b>Total Credits</b>		<b>40</b>

## Major Requirements

A minimum grade of C is required in all Major and Concentration coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major/Concentration, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

Code	Title	Credits
<b>Major in Professional Communication</b>		
<i>Foundation Courses</i>		
COMM 510	Communication Theory	2
COMM 505	Visual Media Production	4
COMM 540	Persuasive Communication	4
COMM 542	Interpersonal Communication and Group Dynamics	4
COMM 543	Visual Communication	4
<i>Intermediate Courses</i>		
COMM 602	Media and Strategic Communication	4
COMM 605	Professional Communication	4
<i>Advanced Courses</i>		

COMM 607	Communication for Training and Performance Improvement	2
<i>Concentration in Business and Strategic Communication</i>		
COMM 565	Strategic Communication	4
COMM 610	Managerial Communication	4
LD 600	Becoming an Effective Leader	4
Select two of the following:		
APST 615	Grant Writing	4
MGMT 566	Organizational Behavior	4
LD 602	Leadership Theory	4
MKTG 615	Digital Storytelling and Brand Management	4
<i>Integrative Capstone:</i>		
COMM 650	Integrative Capstone: Project in Professional Communication	4
<b>Total Credits</b>		<b>60</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, concentration or minor. Students will need 120 credits total to graduate with a bachelor's degree.