

## **BUSINESS COMMUNICATION MAJOR**

Contact: Tyler Sorg

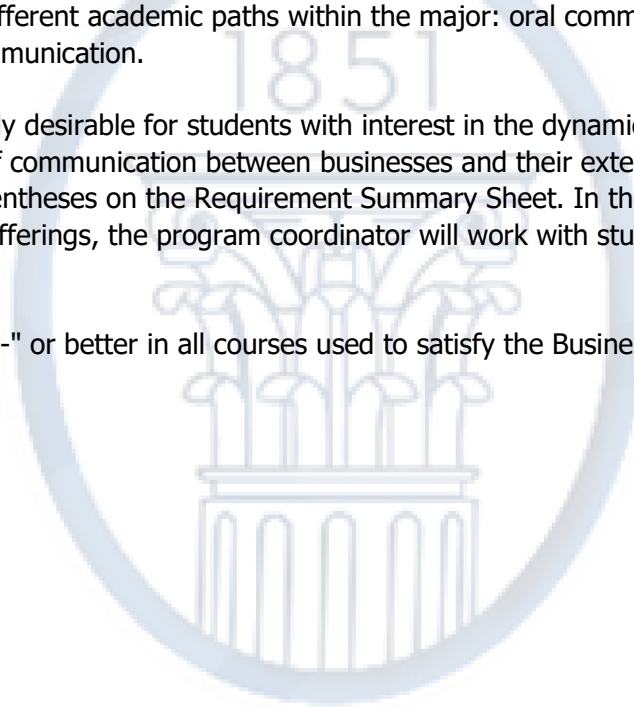
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Assistant Professor: T. Sorg

In the Business Communication major, students study the communication process from a variety of perspectives—media relations, business, management and communications philosophy. Students receive a hands-on, real world applicable approach to the field. They learn the importance of communicating with different audiences in different ways. Students pursue three different academic paths within the major: oral communication, written communication, and visual communication.

Such a major could be especially desirable for students with interest in the dynamics of communication within the office-place, or the dynamics of communication between businesses and their external constituencies. Mandatory pre-requisites are noted in parentheses on the Requirement Summary Sheet. In the event there is a permanent discontinuation of any course offerings, the program coordinator will work with students to select a comparable substitute.

Majors must earn a grade of "C-" or better in all courses used to satisfy the Business Communication major requirements.



**Major: BUSINESS COMMUNICATION**

Student's Last Name

First Name

Middle Initial

Advisor

Date Major Declared

Course #	Title of Course	Hours Required	Semester Completed	Grade
<b>Required Courses (21 hrs.):</b>				
BUS 250	Principles of Marketing	3		
ENG 260	Journalism	3		
ENG 270	Expository Writing	3		
ENG 275	Introduction to Creative Writing	3		
SPE 101	Introduction to Speech	3		
SPE 203	Interpersonal Communication	3		
SPE 310	Business and Professional Communication ( <i>SPE 101 and Junior standing</i> )	3		
<b>Organizational Fundamentals: One course from the following (3 hrs.):</b>				
BUS 220	Fundamentals of Management	3		
BUS 221	Organizational Behavior	3		
<b>Visual Communication: One course from the following (3 hrs.):</b>				
DIG 250	Web Page Design	3		
ENG/JMP 220	Janus and the World of Publishing	3		
ENG/THE 230	Play in Performance	3		
FAR 215	Art of the Film	3		
THE 201	Basic Acting	3		
<b>Communication in Context: Two courses from the following (6 hrs.):</b>				
BUS/PSY 305	Industrial-Organizational Psychology ( <i>PSY 112 or 113</i> )	3		
BUS 326	Human Resource Management ( <i>BUS 220</i> )	3		
ITS 399	Internship	3		
LST/WGS 205	Mediation and Conflict Resolution	3		
PHL 218	Introduction to Logic	3		
POL 311	Political Parties, Voting, and Campaign Strategies ( <i>POL 112 or 211</i> )	3		
SPE 220	Public Relations ( <i>SPE 101 &amp; ENG 260 recommended</i> )	3		
SPE 303	Communication in Relationships ( <i>SPE 203 &amp; Sophomore status</i> )	3		
<b>Core Business Courses: Two courses from the following (6 hrs.):</b>				
BUS 322	Cross-Cultural Management	3		
BUS 330	Advertising and Brand Promotion	3		
BUS 334	Consumer Behavior	3		
BUS 337	Labor Relations	3		
<b>Written Communication: Pick one course from the following (3 hrs.):</b>				
ENG 372	Creative Writing Prose	3		
ENG 374	Creative Writing Poetry	3		
ENG 376	Creative Nonfiction	3		
<b>TOTAL HOURS FOR MAJOR</b>		<b>42 hrs</b>		

If any substitutions or waivers of requirements are allowed, please list below and initial.

Advisor Signature: \_\_\_\_\_ Department Chair Signature: \_\_\_\_\_