

Corporate & Organizational Track

The corporate & organizational track focuses on communication in the business and organizational setting.

•Learn skills such as conflict management, decision making, leadership, group interaction, goal setting and social networking.

Career Fields:

- o Sales
- o Human Resources
- o Management
- o Training

Required SPC Classes:

- 201 – Small Group Communication
- 203 – Introduction to Organizational Communication
- 300 – Communication in Interviewing
- 403 – Organizational Communication Theory & Application



Public Relations Track

The public relations track is guided by a model program that exceeds national guidelines for a public relations education.

•Focuses on written, oral, graphic and technological applications of communication

Career Fields:

- o Community Relations
- o Campaign Fundraising
- o Publicist
- o Media Relations
- o Crisis Communication
- o Writing and Editing

Required SPC Classes:

- 213 – Introduction to Public Relations
- 313 – Applied Public Relations
- 315 – Technology Applications in PR
- 413 – Case Studies in PR
- 414 – PR Campaigns: Planning & Evaluations
- 415 – PR Campaigns: Programming & Implementation

Interpersonal Communication Track

The interpersonal communication track is targeted for students preparing for graduate school. It also increases the students' understanding of interpersonal relationships and the theories that explain them.

Career Fields:

- o Professors
- o Researchers
- o Administrators

Required SPC Classes:

- 201 – Small Group Communication
- 323 – Interpersonal Theory and Applications
- 433 – Language and Speech
- 434 – Nonverbal Communication
- 464 – Family Communication

