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Are you undecided about your major?

Speech Communication may be your path to a promising career!

(Image)

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### ***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:
  - Sales
  - Human Resources
  - Management
  - 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:
  - Community Relations
  - Campaign Fundraising
  - Publicist
  - Media Relations
  - Crisis Communication
  - 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:
  - Professors
  - Researchers
  - Administrators

Required SPC Classes:

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

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Major Requirements:

Prerequisites – 6 hours of SPC classes:

- 103 – Interpersonal Communication
- 105 – Public Speaking

Minor Requirements:

- 18 hours of speech communication classes – 200 level or above
- 2.0 GPA or above of course work
- 9 semester hours earned

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Meet the department chair, Dr. Isaac Blankson.

(Picture)

Dr. Blankson's statement on teaching:

“I have a very strong enthusiasm and passion for teaching. My primary focus is to foster students' critical thinking and problem solving abilities and to facilitate their acquisition of life-long learning skills.”

<http://www.siue.edu/~iblanks/>

Contact Information:

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We did our brochure on the speech communication department. We chose this topic because it is important for the student body to be educated on what a speech communication degree offers since it is not a well-known major at SIUe. Our target audience was namely “undecided” majors. The brochure meets our objective because it covers the basis of a speech communication degree including the three tracks, major and minor requirements and contact information. The information provided within our brochure is easy to understand with bullets and short paragraphs. The information provided for each track was straightforward which included curriculum each track encompasses and possible career fields to pursue. The first panel has luring wording to attract our audience to the brochure. We hope the brochure will help boost the speech communication department’s overall image.