A bachelor's degree in Communications can prepare and empower you to respond critically and creatively to real-world challenges. At DeVry University, our curriculum is developed with input from industry and education leaders across the country. You can develop skills in areas, such as public relations, journalism and technical writing, and learn to communicate with confidence, clarity and credibility. From information analysis and understanding diversity, to collaboration and complex problem solving, the skills you develop can help prepare you for work in the communications field.

**Communication Skills**
- ENGL112 Composition
- ENGL135 Advanced Composition
- ENGL216 Technical Writing
- SPCH271 Public Speaking

**Humanities**
- ETHC445 Principles of Ethics
- HIST405 United States History
- HUMN303 Introduction to the Humanities
- LAS432 Technology, Society, and Culture

**Social Sciences**
- LAWS310 The Legal Environment
- POLI330 Political Science
- PSYC305 Motivation and Leadership
- SOCS185 Culture and Society
- SOCS325 Environmental Sociology

**Mathematics and Natural Sciences**
- BIOS105 Fundamentals of Human Anatomy and Physiology with Lab
- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI124 Integrated Science with Lab
- SCI128 Nutrition, Health and Wellness with Lab

**Personal and Professional Development**
- CARD405 Career Development
- COL148 Critical Thinking and Problem-Solving

**Applied Technologies**
- BIS155 Data Analysis with Spreadsheets with Lab
- CIS206 Architecture and Operating Systems with Lab

**Business**
- BIS245 Database Essentials for Business with Lab
- BUSN115 Introduction to Business and Technology
- BUSN339 Marketing
- COMP100 Computer Applications for Business with Lab
- ECON312 Principles of Economics
- MGMT404 Project Management

**Business Communications**
- BUSN412 Business Policy
- MGMT303 Principles of Management
- MGMT330 Business Communication
- PSYC315 Social Psychology
- SOCS335 Workplace Culture and Communication
- SOCS350 Cultural Diversity in the Professions
- TC220 Rhetorical Strategies for Technical Communication
- TC420 Marketing and Corporate Communications

**Senior Project**
- COMM491 Senior Project I
- COMM492 Senior Project II

Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online. DeVry's academic catalog, available via devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing.
ABOUT THIS SPECIALIZATION

Business Communication entails a variety of functions related to an organization's internal and external communications. As a graduate, you can be prepared for a diverse set of roles and responsibilities.

Typical tasks include researching and conducting interviews for written pieces, developing written and verbal communications, creating public presentations, providing management support and engaging in creative collaboration. You may find opportunities within a variety of industries including both public and private sectors.

Graduates of DeVry University’s Communications degree program with a specialization in Business Communication may consider careers including, but not limited to, the following:

- Advertising Copywriter
- Crisis and Emergency Communications Specialist
- Corporate Communications Specialist
- Freelance Journalist
- Marketing Communications Specialist
- Media Relations Coordinator
- Employee Relations Manager
- Training and Employee Development Manager

Employment in some occupations may require years of relevant experience.

For comprehensive consumer information, visit devry.edu/studentconsumerinfo. Important information about the education debt, earnings and completion rates of students who attended this program can be found at devry.edu/bc-ge.

For additional program information, visit devry.edu/bc.

In New York, DeVry University operates as DeVry College of New York.

DeVry University is accredited by The Higher Learning Commission (HLC), http://www.hlc.org. Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission: www.tn.gov/thec Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. Program availability varies by location. In site-based programs, students will be required to take a substantial amount of coursework online to complete their program. ©2018 DeVry Educational Development Corp. All rights reserved. Version 08/30/18

KNOWLEDGE AND SKILLS

PRODUCTION — Study media types, delivery techniques and methods. This includes alternative ways to inform and entertain via written, oral, electronic and visual media.

WRITING — Prepare effective and appropriate written communication by audience.

SALES AND MARKETING — Gain knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques and sales control systems.

ACTIVE LEARNING — Understand the implications of new information for both current and future problem solving and decision making.

TRAINING — Select and use appropriate or instructional methods and procedures when training others.

COMPLEX PROBLEM SOLVING — Identify complex problems and review related information to develop and evaluate options and implement solutions.

ORGANIZATION — Organize material and complete writing assignments according to set standards regarding order, clarity, conciseness, style and terminology.

CRITICAL THINKING — Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Business Communication entails a variety of functions related to an organization's internal and external communications. As a graduate, you can be prepared for a diverse set of roles and responsibilities.

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