



# Bachelor's Degree Program COMMUNICATIONS

Specialization: Business Communication

COLLEGE OF  
LIBERAL ARTS & SCIENCES

## ABOUT THIS DEGREE PROGRAM

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.

## GENERAL EDUCATION COURSEWORK

### Communication Skills

ENGL112	Composition
ENGL135	Advanced Composition
ENGL216	Technical Writing
SPCH275	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 <sup>1</sup>	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
SCI214	Integrated Science with Lab
SCI228	Nutrition, Health and Wellness with Lab

### Personal and Professional Development

CARD405	Career Development
COLL148	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
BUSN319	Marketing
COMP100	Computer Applications for Business with Lab
ECON312	Principles of Economics
MGMT404	Project Management

<sup>1</sup> Students enrolled at a Nevada location must take POLI332 in lieu of this course.

## CORE-DEGREE COURSEWORK

### 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](http://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
- Employee Relations Manager
- Freelance Journalist
- Marketing Communications Specialist
- Media Relations Coordinator
- Training and Employee Development Manager

Employment in some occupations may require years of relevant experience.

For comprehensive consumer information, visit [devry.edu/studentconsumerinfo](http://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](http://devry.edu/bc-ge). For additional program information, visit [devry.edu/bc](http://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), [www.hlcommission.org](http://www.hlcommission.org). 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 by the THEC. [www.tn.gov/thecc](http://www.tn.gov/thecc) Nashville Campus - 3343 Perimeter Hill Dr., Nashville, TN 37211. To report unresolved complaints to the Illinois Board of Higher Education, visit their webpage at <http://complaints.ibhe.org/> or by mail to the Illinois Board of Higher Education, 1 N. Old State Capitol Plaza, Suite 333, Springfield, IL 62701-1377. Program availability varies by location. ©2017 DeVry Educational Development Corp. All rights reserved. Version 07/03/17

## 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.