Bachelor’s Degree Program

COMMUNICATIONS

Specialization: Business Communication

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
SPCH127 Public Speaking

Humanities¹
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
PSY305 Motivation and Leadership
SOCS185 Culture and Society
SOCS325 Environmental Sociology

Mathematics and Natural Sciences
BIO105 Fundamentals of Human Anatomy and Physiology with Lab
MATH114 Algebra for College Students
MATH221 Statistics for Decision-Making
SC114 Integrated Science with Lab
SC1228 Nutrition, Health and Wellness with Lab

Personal and Professional Development
CARD405 Career Development
COLL148 Critical Thinking and Problem-Solving

Applied Technologies
BIS135 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

Core-Degree Coursework

Business Communications
BUSN412 Business Policy
MGMT303 Principles of Management
MGMT330 Business Communication
PSYCH15 Social Psychology
SOCIS35 Workplace Culture and Communication
SOCIS350 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

¹ Students enrolled at a Pennsylvania location must take HUMN451 as part of this requirement.
² Students enrolled at a Nevada location must take POLI332 in lieu of this course.

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
- 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.

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.

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