



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

At DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to prepare you to succeed in today's diverse and evolving workplace.

From day one, you can learn important analytical and communication skills, such as problem solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

General Education Coursework:

- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Social Sciences

CORE-DEGREE COURSEWORK

ALL
of these
courses

| | |
|----------|---|
| BUSN115 | Introduction to Business and Technology |
| BUSN319 | Marketing |
| CARD405 | Career Development |
| COLL1148 | Critical Thinking and Problem-Solving |
| COMP100 | Computer Applications for Business with Lab |
| ECON312 | Principles of Economics |
| ENGL112 | Composition |
| ENGL135 | Advanced Composition |
| ENGL227 | Professional Writing |
| LAS432 | Technology, Society, and Culture |
| MATH114 | Algebra for College Students |
| MATH221 | Statistics for Decision-Making |
| MGMT404 | Project Management |
| PSYC305 | Motivation and Leadership |
| SCI214 | Integrated Science with Lab |

1
of these
courses

| | |
|---------|-----------------------|
| PSYC110 | Psychology |
| SOCS185 | Culture and Society |
| SOCS190 | Cultural Anthropology |

1
course
with
prefix

| | | | |
|------|------|------|------|
| ACCT | GSCM | MGMT | SEC |
| BIS | HOSP | MKTG | SUST |
| BUSN | HRM | PROJ | |
| ECOM | HSM | SBE | |

2
of these
courses

| | |
|---------|---|
| BIS155 | Data Analysis with Spreadsheets with Lab |
| BIS245 | Database Essentials for Business with Lab |
| CIS115 | Logic and Design |
| COMP129 | PC Hardware and Software with Lab |
| WGD201 | Visual Design Fundamentals |
| WGD205 | Advanced Design and Rapid Visualization |
| WGD210 | Digital Imaging Fundamentals |



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. 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), 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/thec 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. ©2016 DeVry Educational Development Corp. All rights reserved. Version 12/08/16

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.

PROGRAM-SPECIFIC COURSEWORK

ALL
of these
courses

- BUSN412 Business Policy
- COMM491 Senior Project I
- COMM492 Senior Project II
- ENGL216 Technical Writing
- MGMT303 Principles of Management
- SOCS335 Workplace Culture and Communication
- SOCS350 Cultural Diversity in the Professions
- TC220 Rhetorical Strategies for Technical Communication
- TC420 Marketing and Corporate Communications

1
of these
courses

- PSYC315 Social Psychology
- SPCH277 Interpersonal Communication