

# ADULT DEGREE COMPLETION - BUSINESS COMMUNICATION MAJOR

## Program Requirements

A 48-credit comprehensive business emphasis with attention to communication and messaging strategies for improving workplace outcomes.

Code	Title	Credits
ACC 201	Introduction to Financial Accounting	3
ADC 300	Degree to Career Success	1
ADC 490	Capstone	3
BUAD 185	Business Communication	3
BUAD 270	Principles of Marketing	3
BUAD 300	Business Ethics	3
BUAD 333	Organizational Behavior	3
BUAD 335	Marketing Communications	3
BUAD 350	Human Resource Management	3
BUAD 355	Finance for the Non-Financial Manager	3
BUAD 397	Special Topics (Introduction to Sales)	2
COM 274	Public Relations Communication	3
COM 346	Multimedia Communication	3
COM 371	Small Group and Conflict Management	3
COM 375	Social Media Skills	3
COM 377	Intercultural Communication in the Digital Age	3
ENG 302	Technical Writing	3
<b>Total Credits</b>		<b>48</b>

### Digital Marketing Specialization (optional with Business Communication major):

Code	Title	Credits
ART 173	Foundation Design: Digital Art and Design	3
BUAD 327	Social Media Marketing	3
BUAD 345	Consumer Behavior	3
COM 474	Campaign Planning in Advertising and Public Information	3

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
ADC 300	Degree to Career Success	1
BUAD 185	Business Communication	3
COM 274	Public Relations Communication	3
<b>Credits</b>		<b>7</b>
<b>Spring</b>		
BUAD 270	Principles of Marketing	3
COM 375	Social Media Skills	3
<b>Credits</b>		<b>6</b>
<b>Summer</b>		
COM 377	Intercultural Communication in the Digital Age	3
ENG 302	Technical Writing	3
<b>Credits</b>		<b>6</b>

<b>Year Two</b>		
<b>Fall</b>		
ACC 201	Introduction to Financial Accounting	3
BUAD 333	Organizational Behavior	3
<b>Credits</b>		<b>6</b>
<b>Spring</b>		
BUAD 335	Marketing Communications	3
COM 346	Multimedia Communication	3
<b>Credits</b>		<b>6</b>
<b>Summer</b>		
BUAD 300	Business Ethics	3
<b>Credits</b>		<b>3</b>
<b>Year Three</b>		
<b>Fall</b>		
BUAD 355	Finance for the Non-Financial Manager	3
COM 371	Small Group and Conflict Management	3
<b>Credits</b>		<b>6</b>
<b>Spring</b>		
BUAD 350	Human Resource Management	3
ADC 490	Capstone	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>46</b>

### Optional Digital Marketing Specialization

Course	Title	Credits
<b>Year Four</b>		
<b>Fall</b>		
ART 173	Foundation Design: Digital Art and Design	3
BUAD 327	Social Media Marketing	3
<b>Credits</b>		<b>6</b>
<b>Spring</b>		
BUAD 345	Consumer Behavior	3
<b>Credits</b>		<b>3</b>
<b>Summer</b>		
COM 474	Campaign Planning in Advertising and Public Information	3
<b>Credits</b>		<b>3</b>
<b>Total Credits</b>		<b>12</b>