

Organizational Communication

■ **Tracks: Marketing and Sales, Management; Professional Communication, or Human Resources Communication**

■ **Major: 51 credit hours**

■ **Minor: 21 credit hours**

■ **Major/minor GPA required for graduation: 2.50**

PROGRAM REQUIREMENTS:

■ **Capstone: Seminar in Speech Communication (SPC 490)**

■ **Research: Communication Research Methods (PRS 460)**

■ **Service: Organizational Communication (W) (SPC 351)**

Mission: The organizational communication program at McKendree University provides students with the opportunity to gain the understanding, skills, and experience necessary to engage in professional communication in organizational contexts.

Description of Major: The major blends the traditional disciplines of business and speech communication to meet contemporary organizational communication needs. In its exploration of the interrelationship between organizations and communication, organizational communication represents one of the most rapidly expanding fields of study in the twenty-first century. Experience in the classroom is broadened by an internship program that is designed to give “on-the-job” training.

The major consists of a core and a sequence of courses emphasizing marketing, management, professional communication, or human resources, and three elective courses. At least 24 credits for the major must be earned at McKendree University.

Student Learning Outcomes

Students will:

- Develop and deliver professional presentations.
- Create contextually appropriate messages.
- Critically analyze messages.
- Employ communication theories, perspectives, principles, and concepts.
- Demonstrate the ability to accomplish communicative goals.
- Apply ethical communication principles in order to embrace diversity, influence public discourse, and engage in organizational leadership.

Degree Preparation: One of the most widely sought skills in organizations today is the ability to communicate effectively. Meeting the communication challenges of organizations requires an understanding of an expanded body of knowledge related to individual behaviors, group behaviors, and the organizational context within which these behaviors occur. Research reveals mastery of communication skills contributes to successful job performance. Students will develop a theoretical base on which to build problem-solving, organizational strategies, listening, rhetorical sensitivity, confidence, and presentation skills.

SPC 100	FUNDAMENTALS OF SPEECH COMMUNICATION	(3)
SPC 252	INTERPERSONAL COMMUNICATION (W)	(3)
SPC 310	BUSINESS AND PROFESSIONAL PRESENTATIONS	(3)
SPC 351	ORGANIZATIONAL COMMUNICATION (W)	(3)
MGT 204	PRINCIPLES OF MANAGEMENT	(3)
MKT 205	PRINCIPLES OF MARKETING	(3)
PRS 460	COMMUNICATION RESEARCH METHODS	(3)
PWR 360	INTERDISCIPLINARY PROFESSIONAL AND TECHNICAL WRITING (W)	(3)
SPC 490	SEMINAR IN SPEECH COMMUNICATION	(3)
	FOREIGN LANGUAGE	(6)

Select one of the following sequences: 9 designated + 9 elective hrs.

A. MARKETING AND SALES COMMUNICATION

MKT 305	CONSUMER BEHAVIOR	(3)
MKT 320	PERSONAL SELLING	(3)
<i>or</i>		
MKT 330	PRINCIPLES OF RETAILING	(3)
MKT 354	ADVERTISING AND PROMOTION	(3)
	Electives must include at least two speech communication courses	(9)

B. MANAGEMENT COMMUNICATION

MGT 314	ORGANIZATIONAL BEHAVIOR	(3)
MGT 334	HUMAN RESOURCES MANAGEMENT	(3)
MGT 340	INTERNATIONAL BUSINESS	(3)
	Electives must include at least two SPC/PRS courses	(9)

C. PROFESSIONAL COMMUNICATION

SPC 200	SMALL GROUP COMMUNICATION	(3)
SPC 370	TRAINING AND DEVELOPMENT	(3)
SPC 391	PERSUASION	(3)
	Electives must include at least two MKT/MGT courses	(9)

D. HUMAN RESOURCES COMMUNICATION

MGT 334	HUMAN RESOURCES MANAGEMENT	(3)
MGT 354	BUSINESS COMMUNICATIONS (W)	(3)
SPC 370	TRAINING AND DEVELOPMENT	(3)

Electives: Take three of the four classes listed below

SPC 200	SMALL GROUP COMMUNICATION	(3)
PSY 405	INDUSTRIAL PSYCHOLOGY	(3)
ECO 352	LABOR ECONOMICS	(3)
MGT 376	PRODUCTION/OPERATIONS MANAGEMENT	(3)

AS ELECTIVE OPTIONS, THE STUDENT MAY SELECT ANY OF THE ABOVE COURSES NOT PREVIOUSLY CHOSEN AND/OR ANY OF THE FOLLOWING COURSES

SPC 220	PUBLIC SPEAKING	(3)	
SPC			
380-390	TOPICS IN SPEECH COMMUNICATION	(3)	
SPC 470	INTERNSHIP IN SPEECH COMMUNICATION	(3)	
MKT 410	MARKETING RESEARCH (W)	(3)	
MKT 470	INTERNSHIP IN MARKETING	(3)	
MGT 376	PRODUCTION/OPERATIONS MANAGEMENT	(3)	
BUS 324	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)	(3)	(3)
MGT 354	BUSINESS COMMUNICATIONS (W)	(3)	
PRS 200	PRINCIPLES OF PUBLIC RELATIONS	(3)	
PRS 210	PUBLIC RELATIONS TECHNIQUES (W)	(3)	
PRS 320	CAMPAIGN AND EVENT PLANNING (W)	(3)	
PRS 330	CRISIS AND CONFLICT	(3)	
PRS 340	SOCIAL MEDIA AND PUBLIC RELATIONS	(3)	
PRS 360	INTERNATIONAL PUBLIC RELATIONS	(3)	

ORGANIZATIONAL COMMUNICATION MINOR REQUIREMENTS²¹ crs.

SPC 252	INTERPERSONAL COMMUNICATION (W)	(3)	
SPC 351	ORGANIZATIONAL COMMUNICATION (W)	(3)	
PRS 460	COMMUNICATION RESEARCH METHODS	(3)	

Additional electives to be chosen from the major

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