

Organizational Communication

Division of Humanities

- **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 (COM 490)**
- **Research: Communication Research Methods (COM 460)**
- **Service: Organizational Communication (W) (COM 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.

ORGANIZATIONAL COMMUNICATION CORE REQUIREMENTS 33 crs.

COM 252 INTERPERSONAL COMMUNICATION (W) (3)

COM 300 COMMUNICATION THEORY (3)

COM 310 BUSINESS AND PROFESSIONAL PRESENTATIONS (3)

COM 351 ORGANIZATIONAL COMMUNICATION (W) (3)

COM 490 SEMINAR IN SPEECH COMMUNICATION (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)

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)

or

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 COM/PRS courses (9)

C. PROFESSIONAL COMMUNICATION

COM 200 SMALL GROUP COMMUNICATION (3)

COM 370 TRAINING AND DEVELOPMENT (3)

COM 391 PERSUASION (3)

Electives must include at least two MKT/MGT courses (9)

D. HUMAN RESOURCES COMMUNICATION

COM 370 TRAINING AND DEVELOPMENT (3)

MGT 334 HUMAN RESOURCES MANAGEMENT (3)

MGT 354 BUSINESS COMMUNICATIONS (W) (3)

Electives: Take three of the four classes listed below

COM 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

COM

380-390 TOPICS IN SPEECH COMMUNICATION (3)

COM 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)

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 REQUIREMENTS 21 crs.

COM 252 INTERPERSONAL COMMUNICATION (W) (3)

COM 351 ORGANIZATIONAL COMMUNICATION (W) (3)

COM 460 COMMUNICATION RESEARCH METHODS (3)

Additional electives to be chosen from the major (12)

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