

# Bachelor of Science

## Communication with a Major in Professional Communication (BS)

Fran Hassencahl, Chief Departmental Advisor for Professional Communication Major

The Bachelor of Science in Professional Communication is also available through ODUGlobal. Online students who have completed a university parallel associate degree can complete two additional years of course work through the University's ODUGlobal program in order to earn a BS in Communication with a major in Professional Communication. Online students without a university parallel associate degree must complete the lower-division general education requirements. The Senior Experience can be met by completing an internship, a study abroad/away, taking a designated service learning course, doing a research practicum, or by enrolling in the Capstone course (COMM 433).

### Requirements

#### Lower-Division General Education

Written Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written</a> )	6
Oral Communication ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral</a> )	3
Mathematics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math</a> )	3
Language and Culture ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language</a> )	0-6
Information Literacy and Research ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information</a> )	3
Human Behavior ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior</a> )	3
Human Creativity ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity</a> )	3
Interpreting the Past ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret</a> )	3
Literature ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature</a> )	3
Philosophy and Ethics ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy</a> )	3
The Nature of Science ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature</a> )	8
Impact of Technology ( <a href="http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact">http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact</a> )	3

COMM 101R is required to fulfill the Oral Communication requirement.

STAT 130M is required to fulfill the Mathematics requirement (BS only).

COMM 270A/THEA 270A may not be used to satisfy the Human Creativity requirement.

The Information Literacy and Research requirement may be met in the major with COMM 272G.

The Impact of Technology requirement may be met in the major with COMM 280T, COMM 372T or CS 300T.

For the Language and Culture requirement, BA students must have competence through the 202 level (competence is not met by completion of the associate degree); BS students must have competence at the 102 level.

### Upper-Division General Education

- Option A. Approved Minor, 12-24 hours; also second degree or second major
- Option B. Interdisciplinary Minor, 12 hours specified by the department, 3 of which may be in the major area of study
- Option C. An approved certification program such as teaching licensure
- Option D. Six Hours of Upper-Division Courses from outside the College of Arts and Letters or from the Arts and Humanities Component within the College of Arts and Letters that are not required by the major (6 hours).

### Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

### Communication Core

#### BS Core Courses

COMM 200S	Introduction to Human Communication	3
COMM 260	Understanding Media	3
COMM 301	Critical Methodologies	3
COMM 302	Communication Research Methods I	3
COMM writing intensive (W) course (see the major areas for appropriate selection)		3

#### BS Additional Core Requirements

Six hours of approved 300/400-level social science courses	6
<b>Total Credit Hours</b>	<b>21</b>

### Professional Communication Major

#### General Education

Complete lower-division requirements	35-47
--------------------------------------	-------

Complete upper-division requirements (met in the major through Professional Communication electives)

#### Communication Core

Complete communication core requirements	21
--	----

#### Communication Foundations

Select two of the following:	6
------------------------------	---

COMM 305	Work-Life Communication
COMM 326	Foundations of Group Communication
COMM 351	Interpersonal Communication in Organizations
COMM 372T	Introduction to New Media Technologies

#### Applied Theories

Select five from the following:	15
---------------------------------	----

COMM 303	Introduction to Strategic Communications
COMM 304	Advanced Public Speaking
COMM 305	Work-Life Communication
COMM 308W	Effective Media Writing
COMM 310	Strategic Communications Campaigns

COMM 314	Nonverbal Communication	
COMM 315W	Sex, Gender, and Communication	
COMM 323	Leadership and Events Management	
COMM 333	Persuasion	
COMM 355	Organizational Communication	
COMM 335W	Rhetorical Criticism	
COMM 368	Internship	
COMM 400W	Intercultural Communication	
COMM 401	Communication Theory	
COMM 403	Public Information and Crisis Communications	
COMM 412W	Interpersonal Communication Theory and Research	
COMM 421	Communication and Conflict Management	
COMM 433	Capstone	
COMM 447W	Electronic Media Law and Policy	
COMM 456	Organizations and Social Influence	
COMM 478	Media Marketing and Promotion	
<b>Organizational Foundations *</b>		
Select four from the following:		12
CS 300T	Computers in Society	
FIN 331	Legal Environment of Business	
MGMT 325	Contemporary Organizations and Management	
MGMT 330	Organizational Behavior	
MGMT 340	Human Resource Management	
MGMT 350	Employee Relations Problems and Practices	
MKTG 311	Marketing Principles and Problems	
MKTG 316	Professional Selling	
MKTG 402	Consumer Behavior	
MKTG 403	Advertising Strategy	
MKTG 411	Multi-National Marketing	
MKTG 455	Social Media Marketing	
PHIL 303E	Business Ethics	
PSYC 303	Industrial/Organizational Psychology	
PSYC 304	Social Psychology	
PSYC 343	Personnel Psychology	
PSYC 344	Human Factors	
PSYC 345	Organizational Psychology	
PSYC 408	Theories of Personality	
<b>Total Credit Hours</b>		<b>89-101</b>

\* Meets the upper-division general education requirement

Elective credit will be needed to meet the minimum requirement of 120 credit hours.

## Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
<b>Freshman</b>		
<b>Fall</b>		
ENGL 110C	English Composition (Grade of C or better required)	3
Human Creativity (May not use COMM 270A / THEA 270A)		3

Human Behavior (COMM 200S may not be used)		3
Elective or Language and Culture I (May be waived; See requirement details)		3
COMM 101R	Public Speaking	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
Interpreting the Past		3
Mathematical Skills: STAT 130M Required		3
Information Literacy and Research (can be met by COMM 272G)		3
Elective or Language and Culture II (May be waived; See requirement details)		3
COMM 260	Understanding Media	3
<b>Credit Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (Grade of C or better required) or Writing, Rhetoric, and Research: Special Topics	3
Nature of Science I		4
Philosophy and Ethics		3
COMM Elective		3
COMM 200S	Introduction to Human Communication	3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
Literature		3
Nature of Science II		4
Impact of Technology (Can be met with COMM 280T or Comm 372T)		3
Foundation Course in Major Area		3
COMM 302	Communication Research Methods I	3
<b>Credit Hours</b>		<b>16</b>
<b>Junior</b>		
<b>Fall</b>		
Foundation course in Major Area		3
Applied Theories or Foundations course in Major Area (depending on major selected)		3
300/400-level Social Science course		3
COMM 301	Critical Methodologies	3
Upper-Division General Education Course or Minor		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
Applied Theories course in Major Area		3
Applied Theories course in Major Area		3
Applied Theories course in Major Area		3
300/400-level Social Science course		3
Upper-Division General Education Course or Minor		3
<b>Credit Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
Applied Theories course in Major Area		3
Communication with a Major in Professional Communication (BS)		2

Applied Theories course in Major Area	3
Senior Experience Course <sup>1</sup>	3
COMM Writing Intensive Course	3
Elective course (or Professional Communication elective course if choose Professional Communication major)	3
<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>	
Elective courses (or Professional Communication elective courses if choose Professional Communication major)	9
Applied Theories course in Major Area	3
Elective course	1
<b>Credit Hours</b>	<b>13</b>
<b>Total Credit Hours</b>	<b>120</b>

<sup>1</sup> Please consult list of Senior Experience options relevant to each major.

## Linked BA/BS in Communication and MA in Lifespan and Digital Communication

The linked bachelor's/master's degree in communication/lifespan and digital communication is administered by the Communication and Theatre Arts Department. The purpose of this option is to allow exceptional majors in communication to count up to 12 hours of 500-level graduate coursework towards both the BA or BS in communication and, if accepted, the MA in lifespan and digital communication. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credits for the undergraduate degree and 30 discrete credits for the graduate degree). For more information, please contact Dr. Gary Beck.

## Linked BA/BS in Communication and MA in Humanities

Please refer to the Humanities section of this Catalog for information on the linked program leading to a BA or BS in communication and an MA in humanities.

## BA or BS to MBA (Master of Business Administration) Linked Program

The linked BA/MBA or BS/MBA program is an early entry to the MBA program of study. The early-entry program is designed for well qualified non-business undergraduate ODU students to start their MBA program prior to completing their undergraduate degree. Well qualified non-business undergraduate students may take MBA-level courses as early as three semesters prior to graduation and count up to 12 graduate credits toward their undergraduate degree. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office and should refer to information in the Strome College of Business section in the graduate catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>) to develop an individualized plan of study based on the required coursework.

## BA or BS to MPA (Master of Public Administration) Linked Program

The linked BA/MPA or BS/MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking credits in the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the

bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. Up to 12 graduate credits can count toward both the undergraduate and graduate degree and can meet upper-level General Education requirements. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog (<http://catalog.odu.edu/graduate/business/public-service/>). For additional information, please contact the School of Public Service in the Strome College of Business.