BACHELOR OF SCIENCE IN COMMUNICATION

The 🌐 icon appears in the title of traditional courses that are also available as a set of module courses.

Description and Outcomes

The Bachelor of Science in Communication program is designed to provide you with the skills to become an effective communicator in today's competitive, global workplace. The interdisciplinary approach combines both theory and application, enabling you to gain a critical understanding of social issues, new media, and effective writing and speaking skills. These critical skills, research abilities, and knowledge of social change are intended to prepare you to pursue positions in a broad range of fields including public administration, advertising, public relations, human resources, law, criminal justice, politics, ministry, social services, technical communication, opinion and market research, fundraising, civil service, international business, management, marketing, and publishing.

If you have already completed an associate's or bachelor's degree from an accredited institution, you may be eligible for degree requirements to be waived and replaced with advanced start credit. Refer to Advanced Start Credit in Bachelor's Degrees (https://catalog.purdueglobal.edu/policy-information/prior-learning/advanced-start-credit-bachelors-degrees/) for details.

Concentrations

You can personalize your degree with a concentration in business foundations, digital communication, or public relations.

Graduate Program Pathways

If you are interested in earning both a bachelor's and master's degree, consider a graduate program pathway (https://catalog.purdueglobal.edu/undergraduate/graduate-program-pathways/).

Program Length

The Bachelor of Science in Communication program consists of a minimum of 180 quarter credit hours. Upon successful completion of the program, you will be awarded a bachelor of science degree.

Program Outcomes

Discipline-Specific Outcomes

1. Theory: Understand communication theory and how its basic elements and principles apply to various types of communication environments.
2. Essential Communication Skills: Use contemporary tools, transmissions, and processes to communicate effectively in both oral and written contexts in diverse social interactions and professional settings.
3. Technologies: Understand and use appropriately emerging communication technologies.
4. Research Methods: Acquire, interpret, and present knowledge gained through diverse and appropriate methods of inquiry to arrive at reasoned decisions.
5. Relational: Interact ethically in interpersonal and group communication.
6. Global Awareness: Demonstrate cultural literacy in the global workplace.

General Education Literacies and Professional Competencies

In addition to the discipline-specific outcomes, general education literacies and professional competencies are integrated throughout your academic program. You can review the general education literacies and professional competencies associated with your academic program in the General Education and Professional Competency Requirements (https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/) section of this Catalog.

Program Availability

For program availability, please refer to the U.S. State and Other Approvals (https://catalog.purdueglobal.edu/policy-information/university-information/accreditation-approvals-memberships/) section and Program Availability Information (https://www.purdueglobal.edu/catalog-program-availability-info.pdf).

Policies

Progression Requirements

You must achieve the equivalent of a grade of "C" or better in both CM107 🌐 College Composition I and CM220 🌐 College Composition II.

Certification, State Board, and National Board Exams

Certification and licensure boards have state-specific educational requirements for programs that lead to a license or certification that is a precondition for employment. Prospective and current students must review Purdue Global's State Licensure and Certifications (https://www.purdueglobal.edu/about/accreditation/licensure-state-authorizations/) site to view program and state-specific licensure information.

Licensure-track programs may limit enrollment to students in certain states; please see Purdue Global's Program Availability Information (https://www.purdueglobal.edu/catalog-program-availability-info.pdf) to determine enrollment eligibility.

You are responsible for understanding the requirements of optional certification exams. Such requirements may change during the course of your program. You are not automatically certified in any way upon program completion. Although certain programs are designed to prepare you to take various optional certification exams, Purdue Global cannot guarantee you will be eligible to take these exams or become certified. Your eligibility may depend on your work experience, completion of education and/or degree requirements, not having a criminal record, and meeting other certification requirements.

Degree Plan

The 🌐 icon appears in the title of traditional courses that are also available as a set of module courses. Module course availability may be limited to certain academic calendars. See Course Types *(https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/) for information about module courses.*

Program Requirements

Code	Title	Credits
Core Requirements		
CM107	College Composition I	5
CM220	College Composition II	5
CM240	Technical Communication [1]	5
CS212	Communicating Professionalism	5
PS124	Introduction to Psychology [1]	5
100/200 Level	Mathematics Requirement [2]	5
100/200 Level	Arts and Humanities Requirement [2]	5
100/200 Level	Science Requirement [2]	5
100/200 Level	Social Science Requirement [2]	5
Total Core Requirements		45
Major Requirements		
CM111	Communication Program and Profession [1]	5
CM115	Communication - Concepts and Skills	5
CM202	Mass Media and Society [1]	5
CM206	Interpersonal Communication	5
CM208	Communication Research Skills [1]	5
CM214	Public Speaking for the Professional	5
CM305	Communicating in a Diverse Society	6
CM310	Communication and Conflict	6
CM313	Digital Tools and Society	6
CM315	Group Dynamics and Team Building	6
CM405	Communicating Persuasively	6
CM410	Organizational Communication	6
CM460	Strategic Communication	6
CM499	Bachelor's Capstone in Communication	6
Total Major Requirements		78
Open Elective Requirements		
Open Electives		57
Total Open Elective Requirements		57
TOTAL CREDITS		**180**

[1] These degree requirements can be waived for students who are eligible for advanced start credit with a prior degree. See Advanced Start Credit in Bachelor's Degrees (https://catalog.purdueglobal.edu/policy-information/prior-learning/advanced-start-credit-bachelors-degrees/) for details.

[2] For options to fulfill this requirement, see the corresponding literacy in General Education and Professional Competency Requirements (https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/).

Concentration Requirements

Concentration courses are completed within the open electives requirement of the degree plan.

Students in this program are not required to select a concentration.

Business Foundations

Code	Title	Credits
AC112	Accounting Fundamentals for Management	5
MT140	Introduction to Management	5
MT203	Human Resource Management	5
MT219	Marketing	5
TOTAL CREDITS		**20**

Digital Communication

Code	Title	Credits
CM270	Writing for Multimedia	5
MT219	Marketing	5
CM455	Digital Public Relations and Communication	6
MT357	Digital Marketing Platforms and Strategy	6
MT358	Social Media Marketing and AI Optimization	6
TOTAL CREDITS		**28**

Public Relations

Code	Title	Credits
CM350	Public Relations Strategies	6
CM355	Public Relations Case Studies	6
CM455	Digital Public Relations and Communication	6
CM465	Communication Law and Ethics	6
TOTAL CREDITS		**24**