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.

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.

Accelerated Master’s Degree Options
If you are interested in earning a master’s degree in human services, legal studies, psychology, or public administration, consider an accelerated master’s degree option. Refer to the Progression Requirements (https://catalog.purdueglobal.edu/undergraduate/social-behavioral-sciences/) section for details.

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.

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 a minimum grade of “C” or better in both CM107 College Composition I and CM220 College Composition II.

Certification, State Board, and National Board Exams
Certain state certification and licensure boards have specific educational requirements for programs to lead to a license or certification that is a precondition for employment in a recognized occupation. 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.

Unless otherwise specified, Purdue Global’s programs are not designed to meet any specific state’s licensure or certification requirements. 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

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<th>Code</th>
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<tr>
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<td>CM240</td>
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<td>MT140</td>
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<td>MT203</td>
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<td>MT219</td>
<td>Marketing</td>
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**TOTAL CREDITS**

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**TOTAL CREDITS**

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/).

3 Eligible students who choose to complete an accelerated master’s degree option will take four graduate-level courses in addition to selected undergraduate electives.

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.