

Organizational Communication

MAJOR @ VITERBO UNIVERSITY



2/11

Overview

Study in the exciting and growing field of organizational communication will lead to an array of opportunities to perform critically important work in public relations, training and development, communication and marketing, and human resources that require producing messages for internal and external audiences. Across the world, communication majors work for a variety of organizations helping them communicate more effectively among their employees or with the broader community.

Why Viterbo?

The Viterbo organizational communication program features:

- a strong partnership with the Viterbo's Dahl School of Business to provide access to business courses in management and marketing.
- opportunities to engage in research with faculty.
- opportunities to complete an internship within your field of study.
- a strong academic advising component within the communication department.

Career Options

Numerous career opportunities are available depending on your emphasis area of human resources or public relations:

- advertising coordinator
- association management
- corporate trainers
- event manager
- fundraising
- nonprofit director
- organizational management
- public relations specialist
- recruiting and relocating
- student affairs/student life

Features of the Curriculum

- communication theory
- conflict and negotiation
- human resource management
- internships
- marketing
- media, technology, and culture
- public relations
- research methods

For More Information www.viterbo.edu/orgcomm

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Course Requirements

General education requirements

See general education section of the catalog.

Organizational Communication Studies requirements

Communication Studies core – minimum 33 credits			
ENGL 273	Rhetoric Studies		3 credits
PSYC 100 or 171	General Psychology		3 or 4 credits
SOCL 125	Introduction to Sociology		3 credits
PSYC 250	Social Psychology		3 credits
COMM 305	Communication Theory		3 credits
COMM 230	Media, Technology, and Culture		3 credits
COMM/ARTS 118	Introduction to Digital Media		3 credits
COMM 219	Principles of Visual Communication		3 credits
SOCL 338 or PSYC 332	Quantitative Research Methods or Qualitative Research		3 credits
MATH 130, MATH 230, MGMT 230* or MATH 155 and Applied Stats (new course)			3–6 credits
COMM 414	Communication Law and Ethics		3 credits
Portfolio will be required of all students			
*Note: Will not satisfy math competency for the general education requirements without an additional math course.			
Organizational Communication core – minimum 10 credits			
COMM 310	Organizational Communication Theory		3 credits
PSYC 332 or SOCL 338	Qualitative Research or Quantitative Research (whichever is not taken in the core above)		3 credits
ECON 102	Microeconomics		3 credits
COMM 490	Internship or Research Project		1–12 credits
Communication Studies: Organizational Communication major – 15 credits			
<i>Student chooses either Human Resources or Public Relations emphasis</i>			
Internal (Human Resources)		External (Public Relations)	
MGMT 342 Human Resource Management	3	MKTG 351 Principles of Marketing	3
MGMT 449 Strategic Management	3	MKTG 352 Consumer Behavior	3
MGMT 375 Leadership in Management	3	COMM 410 Public Relations	3
COMM 412 Cross-cultural Management	3	COMM 411 Public Campaigns	3
COMM 413 Conflict and Negotiation	3	MKTG 450 Integrated Marketing Communications	3

This is an unofficial course outline. For complete degree requirements, refer to the course catalog.