

COMMUNICATION MAJOR (B.S.)

Purpose

The purpose of the Bachelor of Science in Communication major is to provide students the ability to practically apply theoretical communication processes, create and deliver effective messages, practice ethical communication, and solve practical problems in all areas of communication.

Program Learning Outcomes

The student will be able to:

- Master communication in its variety of forms and practices.
- Utilize best practices for communication while maintaining a Christian worldview.
- Create effective and audience appropriate messages.

Communication Concentration

The student will be able to:

- Demonstrate communication competency through verbal, non-verbal, and computer-mediated channels.
- Evaluate the effectiveness of various approaches to business communication.

Integrated Communication Concentration

The student will be able to:

- Demonstrate communication competency through verbal, non-verbal, and written forms.
- Evaluate the effectiveness of various approaches to professional communication.

Programs of Study

Delivery Format: Residential Only

- Communication (B.S.) - Communication - Resident
- Communication (B.S.) - Integrated Communication - Resident

Career Opportunities

- Fundraising coordinator
- Communication director
- Sales director
- Nonprofit communicator
- Community relations manager
- Event coordinator
- Public affairs coordinator
- Communication analyst