

Catalog Year 2012-13

B.S. in Business Communication (63 hours)

FALL

YEAR 1

BUS 121* Financial Accounting 3
 General Education; Other Programs

SPRING

ECON 102 Microeconomics 3
 MATH 222 Statistics 3
 General Education; Other Programs

YEAR 2

BUS 261 Marketing 3
 BUS 281 Business Communications 3
 CTA 211 Public Speaking 3
 General Education; Other Programs

BUS 371 Information Systems 3
 BUS 351 Human Resource Management 3
 General Education; Other Programs

YEAR 3

BUS 362 Advertising and Integrated Marketing 3
 CTA 309 Small Group Theory 3
 CTA 242/ Broadcast Journalism, or
 CTA 225 Writing and Reporting 3
 BUS 331 Finance 3
 General Education; Other Programs

BUS 443 Organizational Behavior 3
 CTA 203 Communication Theory 3
 General Education; Other Programs

YEAR 4

BUS 400 Ethics 3
 CTA 241 Media: Impacts and Influences 3
 CTA 301 Public Relations 3
 General Education; Other Programs

BUS 446 Administrative Policy 3
 CTA 499 Internship 3
 CTA 302/ Rhetorical Theory, or
 CTA 333 Intercultural Communication 3
 General Education; Other Programs

*Defer BUS 121 to the 2nd year if ACT is below 24 or H.S. class rank is below the 50th percentile.

This sample schedule would be appropriate for a student who is ready to take courses in the major as early as possible and wishes to spread out General Education over a longer period. Other students may wish to cluster GE earlier and take courses in the major later.

Often students take CTA 499 Internship during the summer.