

BUSINESS COMMUNICATION (BCOM)

BCOM 247. Business Writing. (3 Credits)

This course will explore and practice various types of business writing techniques, both internal and external to the corporation, to all levels, including the delivery of good and bad news, persuasion, company publications, advertising, and public relations. A segment will also focus on preparing a detailed research report, as well as a resume. Assignments stress tact, clarity, and conciseness.

BCOM 300. Group Dynamics. (3 Credits)

This course introduces students to key communication skills and issues that occur within small, task-oriented groups. Topics such as group formation, group development, roles, power, listening skills, conflict, decision making, problem solving, and leadership are presented via a variety of thought provoking exercises. The course concludes with a major small-group project that leads into a class presentation and a reflection paper.

BCOM 323. Intermediate Public Relations. (3 Credits)

This course presents public relations research and action concepts to students with basic public relations and journalistic training. Students will develop their expertise in the areas of ethics, strategic planning, public relations plan development, proactive news media relations, custom communications for organizational publics, the basic of market research, demographically appropriate uses of social media, and the basics of single project and departmental budgeting.

BCOM 380. Organizational Communication. (3 Credits)

This course is a study of how communication can detract from or improve productivity, profitability, morale, product quality, and efficiency in public and private organizations. Emphasis is placed on the role of communication in different approaches to leadership decision-making, conflict management, worker effectiveness, and employee motivation.

BCOM 385. Interviewing Principles. (3 Credits)

This course is the study of strategies and techniques used in journalistic, employment, counseling, and persuasive interviews, with emphasis placed on employment interviews. Topics to be covered include do's and don'ts in interviews, interviewing strategies, legal aspects of interviewing, and communication skills.

BCOM 390. Conflict Management. (3 Credits)

This course focuses on causes, types, and functions of conflict in family and work environments; the course reviews alternative tactics usable in conflict situations. This course will also examine prevention of conflict and alternatives to resolving conflict. Methods of dealing with tough individuals and situations are practiced and critiqued.

Prerequisites: COMM 201 or 201.

BCOM 423. Advanced Public Relations. (3 Credits)

This course applies and develops strategic writing skills in using advocacy, persuasion, empathy, audience analysis, team building, and cultural awareness in producing documents for use in corporate or nonprofit communications, online and newspaper journalism, marketing, investor relations, fund raising, internal communication, community relations, media relations, and crisis communication.

Prerequisites: BCOM 323 or 323.