

# TECHNICAL AND PROFESSIONAL COMMUNICATION MAJOR (M)

The overarching goal of the Technical and Professional Communication program is to prepare graduates to take complex information and make it consumable to internal and external audiences who may not have discipline-specific knowledge. Graduates will become more aware of the forms of communication and communication processes in order to successfully convey their messages. Courses in the major will emphasize written, oral, and digital communication skills.

## Program Learning Outcomes

- Develop and present cogent, coherent, and accurate writing for general and specialized audiences.
- Communicated effectively to audiences by listening actively and responding constructively as Scripture instructs within various contexts.
- Draw from various disciplines to describe orally and in writing how existing knowledge or practice is advanced, tested, and revised in each core field studied.
- Distinguish and examine communication-related problems from a Christian perspective to better serve society.
- Cultivate appropriate organizational skills related to professionalism, work ethics, and attitude.
- Analyze complex data and be able to combine them into easily-understandable presentations utilizing excellent critical thinking skills.

## Curriculum

Code	Title	Hours
Core Requirements ( <a href="https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/">https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/</a> ) <sup>1</sup>		45
<b>Major Requirements</b>		<b>45</b>
<b>TPC track</b>		<b>6-9</b>
<b>Electives - A Minor is required (Min 18 credits)</b>		<b>24-21</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Code	Title	Hours
<b>Communication Core</b>		<b>21</b>
COMM 105	Public Speaking	3
COMM 201	Interpersonal Communication	3
COMM 205	Advanced Public Speaking	3
COMM 265	Journalism	3
COMM 280	Careers in Communication	3
COMM 460	Cross-Cultural Communication	3
COMM 470	Internship	3
COMM 490	Research Seminar	3
<b>TPC Major Required Courses</b>		<b>24</b>
GD 110	Graphic Design I	3

BCOM 247	Business Writing	3
COMM 260	Social Media	3
BCOM 300	Group Dynamics	3
COMM 333	Servant Leadership	3
COMM 335	Technical Writing and Speaking	3
COMM 339	Film & Video Production	3
COMM 399	Visual Rhetoric	3
COMM 435	Critical Thinking and Information Dissemination	3

### STUDENTS SELECT ONE OF THESE THREE TRACKS

<i>Health Care Track</i>		7
RSC 106	Medical Terminology	1
PHIL 350	Bioethical Dilemmas	3
MBA 620	Economics and Public Policy of Health Care	3
BIO 146	Essentials of Anatomy and Physiology (Strongly recommended)	4

<i>High-tech Literacy Track</i>		6
CSC 180	Systems Integration	3
CSC 420	User Experience and Interactive Systems	3
CSC 150	Foundations of Computer Science (Strongly recommended)	3

<i>Corporate/Org Track</i>		9
BCOM 380	Organizational Communication	3
or MGMT 340	Organization Behavior	
MKTG 345	E-Commerce	3
MBA 513	Business Foundations for Administrative Professions	3