



## Distance Learning Programs

# **BACHELOR OF ARTS IN PROFESSIONAL COMMUNICATION Program Information Packet | 2012-2013**

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# Opportunity **U**

SIENA HEIGHTS UNIVERSITY  
Distance Learning Programs

## A degree that speaks for you!

### **Bachelor of Arts in Professional Communication**

The Bachelor of Arts in Professional Communication meets the needs of people who are interested in or who have prior learning/work experience in a communications-related field. These areas can include the following: advertising, journalism, graphic arts, marketing, multimedia, film, web design and radio/TV broadcasting. Emphasis is placed on enhancing students' communication skills and competencies in the workplace.



### **Professional Communication Curriculum**

#### **Prerequisites** (6 semester hours)

Management Principles and Case  
Public Speaking

#### **Professional Communication Courses** (18 semester hours)

BAM 441 Communication Skills for Managers  
MGT 452 Leadership  
BAM 311 Business Ethics  
PHI 329 Technology and the Human Condition  
PCM 495 Professional Communication Seminar

#### *Select One of the Following:*

PCM 330 Intercultural Communication  
PCM 340 Professional Speaking

#### **Approved Electives** (18 semester hours)

Six approved electives from a number of communication related disciplines, including but not limited to communication, journalism, English (excluding Composition 1 & 2), marketing, graphic design (or related art courses) and web design/ multimedia.

#### Possible Siena Heights electives are:

ENG 341 Advanced Expository Writing  
MGT 360 Human Resource Management  
MGT 361 Organizational Behavior  
MGT 485 Decision Making for Managers  
MKT 310 Marketing Principles and Cases  
MKT 350 Consumer Behavior  
PSY 441 Group Dynamics  
SOC 314 Ethnic Dimensions of American Society  
SOC 350 Conflict Resolution

## **Call or email today!**

Distance Learning Programs

866.937.2748 | [online@sienaheights.edu](mailto:online@sienaheights.edu) | [www.sienaheights.edu/onlineprogram](http://www.sienaheights.edu/onlineprogram)



## Distance Learning Programs

### Bachelor Degree Requirements

1. Students may enter the program after completing a minimum of 70 semester hours of credit from an accredited post secondary educational institution OR other non-traditional setting (upon review).
2. Students must complete 6 semester hours of English Composition – most commonly, English Composition I & II from a community college or English Composition I & ENG 341 (where 341 is offered online at SHU) . This requirement must be fulfilled within the first four months of the SHU online program. Consult with your advisor for more information.
3. All students must complete a minimum of 120 semester hours to receive a bachelor degree from Siena Heights University.
4. Semester hours of credit may be obtained in the following ways:
  - a. Transfer credit from community college or other appropriate institution
  - b. Courses taken at Siena Heights University
  - c. Credit evaluation of career training experiences
  - d. Prior Learning Credit – credit awarded for life experience which could be equivalent to academic credit
  - e. CLEP testing – several educational disciplines have national testing which will directly translate into credit hours
5. All students must complete a specific major with Siena Heights University.
6. All students must complete 30 semester hours in residency with Siena Heights University (both 6 & 7 can be fulfilled simultaneously) .
7. All students must complete 30 semester hours of courses at the 300-400 level.
8. All students must maintain a cumulative GPA of at least 2.0 while attending Siena Heights University.
9. All students must complete the following requirements for Liberal Arts Education with a C or better:
  - a. College Freshman Composition 6 semester hours  
**See Statement 2 in relation to timeline of completion**
  - b. College level Math or a Lab Science 3-4 semester hours
  - c. Social Science 3 semester hours
  - d. Required courses taken with Siena Heights University: 9 semester hours  
PHI 329: Technology and the Human Condition (or Religious Studies)  
LAS 301: The Adult Learner  
LAS 401: Senior Seminar Integrative Experience



## Distance Learning Programs

### Program Points and Sample Course Layout

#### Program Points

- **Your remaining degree requirements:** A transfer credit evaluation prior to your first Siena course will determine your remaining requirements for the bachelor degree. Please refer to the Bachelor Degree Requirements within the information packet for details.
- **Your Siena residency:** A minimum Siena residency\* of 30 semester hours (10 courses) can be completed in as little as 20 months. Residency may be fulfilled with online courses; it does not require attendance on campus. Please refer to Bachelor Degree Requirements within the information packet or academic catalog for details.
- **Your Siena coursework:** 300/400 courses are offered in curriculum areas such as business, management, liberal arts, and social sciences. Three of the 10 courses in your residency will be LAS 301, LAS 401, and a Philosophy or Religious Studies course. Refer to the sample layout below.
- **Your course schedule:** Your academic advisor typically creates and will register you for your schedule of classes. In many instances, students complete their residency with the same group of students [or cohort]. Students also may have the opportunity to create a “flex” schedule that fits with their life schedule and future goals.
- **For those with specific requirements:** Students who elect a Business Administration major, require specific classes for their Applied Science major or Multidisciplinary Studies major, or who qualify and choose to elect a minor will complete a specific schedule of classes created by an advisor. Please refer to the specific requirements noted for your major and/ or minor for further information.
- **Time length of Online Courses:** Completely Online courses are offered every eight (8) weeks with the possibility of completing at least two (2) classes in a given semester.
- **Delivery Format for Online Courses:** Participants log in to the online delivery system, eCollege®, via the World Wide Web. Course work and assignments can be accessed at any time and from any location where Web access is available.

\* Students must fulfill overall degree requirements to receive the bachelor’s degree.

Please consult with your advisor for more information.



# Distance Learning Programs

## Sample Course Layout

### YEAR 1

#### Fall Semester

- Fall 1 (First 8 week session): LAS 301 – The Adult Learner
- Fall 2 (Second 8 week session): 300/400 Course

#### Winter Semester

- Winter 1: 300/400 Course
- Winter 2: 300/400 Course

#### Summer Semester

- Summer 1: 300/400 Course
- Summer 2: 300/400 Course

### YEAR 2

#### Fall Semester

- Fall 1: 300/400 Course
- Fall 2: 300/400 Course

#### Winter Semester

- Winter 1: 300/400 Course
- Winter 2: LAS 401 – Senior Seminar

Course Note: In addition to LAS 301 and LAS 401, one (1) 300/400 course will be Philosophy or Religious Studies.

This is a *sample* layout. Each student's schedule is individually designed to fulfill degree requirements and may be different from the sample layout.



# Distance Learning Programs

## Pre-Admissions Process

### Transfer Credit Evaluation

Students must submit copies of transcripts and other related documents such as certificates, licensures of training and a current resume for a preliminary transfer credit evaluation prior to taking your first course with the Distance Learning Program. This evaluation is a helpful tool that will assess the total amount of current transfer credit and the remaining requirements needed to achieve the bachelor degree.

Please read the information and instructions regarding pre-admissions items carefully.

### Evaluation Process

Students should submit COPIES of the following information:

- Academic Transcripts
- Certificates of Trainings and Licensures or Registries
- Current Professional Resume

Please submit the materials with a cover sheet that includes your contact information (name, phone number, address, email address, interested location and program of study) to:

Fax: 517.207.6516, Attn: Distance Learning Programs

Email: [online@sienaheights.edu](mailto:online@sienaheights.edu)

Mail: Siena Heights University, 1247 E. Siena Heights Drive, Adrian, MI 49221

Attn: Distance Learning Programs

Upon review and assembly, the evaluation will be sent to you electronically. In addition to identifying remaining degree requirements, the Transfer Credit Evaluation will identify admissions requirements. You can also refer to the Application Process Checklist for more information regarding the admissions process.



# Distance Learning Programs

## Admissions Process

**We are pleased that you have chosen to apply to Siena Heights University!**

### Procedures for Admissions

The Application for Admission and official transcripts/ appropriate documents are required for your student record as well as to highlight your transfer credit on your Siena Heights University transcript.

Please read the information and instructions regarding admissions items carefully. Be diligent in submitting your application materials.

### Application Process

*Students must complete and submit the following:*

- 1. Application for Admission.** Complete and submit the online application. Go to [www.sienaheights.edu](http://www.sienaheights.edu), select "Apply Online" under Quick Links. Select "Undergraduate Application" and complete the application in its entirety.  
*Note: Select "Online Program" as location of attendance within the application.*
- 2. Official transcripts in a sealed enveloped mailed directly from EACH institution previously attended to the Distance Learning Programs Office.** University policies on transfer credit are explained in the current Undergraduate Catalog.  
  
***Request EACH official transcript to be sent to:*** Siena Heights University, 1247 E. Siena Heights Drive, Adrian, MI 49221, ATTN: Distance Learning Programs.
- 3. If applicable to your major: photocopies of your resume, certificates of training and licensures** [of which can be faxed, emailed, or mailed to Siena Heights University].
- 4. If applicable to your major: letter(s) of related work experience *must be MAILED on company letterhead with written signature from a supervisor or HR representative directly to Siena Heights University.*** Please use mailing address listed above.
- 5. An official high school transcript** which may be faxed, emailed, or mailed to Siena Heights University.

**Important Note:** If you are seeking Financial Aid, in order to process your financial aid award, the admissions process **MUST** be complete.



## Distance Learning Programs

### Request for Official Transcripts

To: Registrar of College/University

Please send \_\_\_\_\_ official transcript(s) of:

Student Name: \_\_\_\_\_  
Last First Middle

Address: \_\_\_\_\_  
Street City State Zip

Name(s) registered under: \_\_\_\_\_

Social Security or ID #: \_\_\_\_\_

\_\_\_\_\_  
Student's Signature

\_\_\_\_\_  
Date

Please attach this form to transcript and mail to:

Siena Heights University  
1247 E. Siena Heights Drive  
Adrian, MI 49221  
Attn: Distance Learning Programs







# Distance Learning Programs

## 2012 - 2013 Tuition/Fees and Financial Aid

### Undergraduate Tuition (All tuition and fees are subject to change)

Tuition (per semester hour)	\$425
Technology Fee (per course)	\$90 non-refundable

Tuition is due at the start of each 8 week course or you can select a payment plan (at a minimal cost). Payment for classes may be submitted online or mailed to the Business Office at Siena Heights University. A fee will be assessed for payments made after the due date.

To ensure timely payment submission, you can review your student account and obtain an account statement through the My Siena portal.

Tuition must be paid in full before registering for subsequent semesters.

It is the student's responsibility to be aware of their account balances, tuition due dates, and financial aid requirements.

### For more information, please contact:

**Office of Financial Services (located on the main campus): 800.521.0009, ex. 7110**

### Financial Aid

Financial aid can be an option for students who are registered for at least six (6) semester hours in a given semester. New and continuing students can refer to the financial aid checklist to complete the financial aid process by going to [www.sienaheights.edu/financialaid.aspx](http://www.sienaheights.edu/financialaid.aspx). For distribution of funds, all admissions documents must be on file.

### For more information, please contact:

**Office of Financial Services (located on the main campus): 800.521.0009, ex. 7130**

### Textbooks

Textbooks are required to complete the program. Course syllabi are available through the My Siena portal prior to the start of the semester.

Cost of textbooks and other related instructional materials range per course. Textbooks can be purchased from the Barnes and Noble Bookstore at Siena Heights University or your preferred vendor of online bookstores. Please check prior to your purchase to determine you have the correct edition.

### Variable Costs

Students should budget for a computer, software, and Internet service.