



Think **HIGHER**



SIENA HEIGHTS UNIVERSITY
PROFESSIONAL COMMUNICATION

Adrian • Ann Arbor • Battle Creek • Benton Harbor • Jackson • Lansing • Metro Detroit • Monroe • Port Huron • Online



Spread the word



Professional Communication

Are you interested in pursuing a career in a communication-related field? Perhaps you would like to improve your communication skills for further success in your current career?

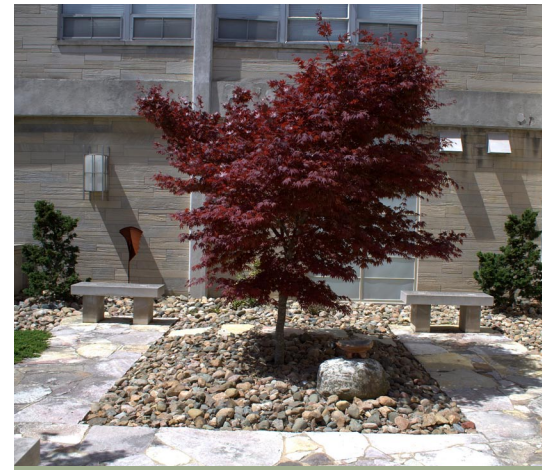
The Bachelor of Arts in Professional Communication meets the needs of people who are interested in or who have prior learning/work experience in a communications-related field. These areas can include: advertising, journalism, graphic arts, marketing, multimedia, film, web design and radio/TV broadcasting.

Emphasis is placed on enhancing students' communication skills and competencies in the workplace. Coursework required for this degree path include:

- Communication Skills for Managers
- Leadership
- Business Ethics
- Technology and the Human Condition
- Professional Communication Seminar-Capstone Course

In addition, there is a Professional Communication degree elective requirement that enables students to focus their major on their goals and interests.

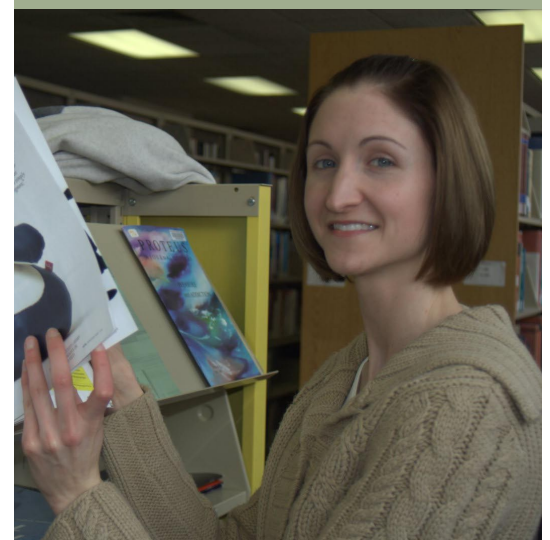
Students who complete a degree in Professional Communication are better prepared to succeed in their fields of interest. Our graduates have an enhanced ability to express themselves orally and in writing. They are able to assess leadership styles and their role in developing effective supervisor/employee relationships. Having gained the ability to evaluate current communications, our students can gauge their effectiveness for an organization's



Classes that work for you

For students who work, flexible class times and formats are key to making degree completion work. Siena Heights has a flexible, innovative approach to education that offers traditional evening and weekend classes as well as online classes in blended and completely online formats.

An academic advisor will walk you through your class schedule and help determine which format will fit your personality and lifestyle. Then if life changes, don't feel that you are locked into any one format. Our students often find themselves switching between all of the options that we offer depending on the time of year.



WHY Siena?

OUR DISTINCTIONS

- **Transfer Friendly**—Transfer up to 90 credit hours toward your 120 Siena Heights degree from your associate degree program, other college study, college-equivalent military, corporate or professional training, work experience, and/or CLEP testing.
- **Convenient**—Our classes are in the evening, on the weekend, and in online formats.
- **Well-Rounded Education**—Our liberal arts curriculum builds on your major and broadens your intellectual horizons.
- **More than a Number**—Siena recognizes the dignity of each student...you are treated as an individual, not a student number.
- **Designed for you**—Our degrees are self-designing in nature, allowing for maximum flexibility to meet the unique educational needs of our students.
- **History**—Siena has more than 30 years of proven

Beverly Astopenia

BALANCING FAMILY AND EDUCATION
FABRIC CARE PLANNER, WHIRLPOOL
BENTON HARBOR, MI

When I obtained my associates degree I wanted to continue my education. I chose Siena because they accepted all of my credits from Lake Michigan College and catered to the working adult.

I really like attending class one night a week and I'm excited about starting my first Saturday class. With two children at home, I like to be home after work as much as possible. The once-a-week



Career Opportunities

Students that pursue this degree are prepared to be a communication specialist for a variety of fields related to their degree. Employers find that students in this degree path possess the necessary research, analytic, and people skills required to succeed in today's workplace. Career paths can include:

Account Executive
Advertising Manager
Advertising Sales Coordinator
Advertising Specialist
Broadcasting Station Manager
Communication Trainer
Community Relations Director
Copy Writer
Creative Director
Director of Broadcasting
Director of Corporate Communication
Executive Manager
Human Resources Manager
Industrial and Labor Relations Representative
Marketing Specialist
Media Buyer
Media Planner
Media Sales Representative
Negotiator
News Director
News Writer
Personnel Manager
Public Information Officer

Meeting You Where You Are

Siena Heights is a Catholic, co-educational university founded in the liberal arts tradition by the Adrian Dominican Congregation in 1919. The main campus in Adrian enrolls about 1,200 students in full-time and part-time study leading to associate's, bachelor's and master's degrees.

A leader in non-traditional education, and accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, Siena Heights has over 30 years of experience providing service-oriented education for working adults. Siena was the first private liberal arts college in Michigan to offer degree completion programs designed specifically for adult students. In addition to our completely online program, Siena Heights University operates degree completion centers throughout Michigan.

Graduate College

Graduate education is an integral part of Siena's mission: to assist people to become more competent, purposeful and ethical. The Graduate College challenges individuals to identify, refine and achieve their personal goals, and to articulate a personal philosophy of life. All in the context of its mission of integrating theory into practice. Siena Heights offers a Master of Arts in Counselor Education, Education, and Leadership as well as a Specialist of Arts in Education Leadership.

For more information visit our website at www.graduatecollege.sienaheights.edu, call us at 877.438.1596, or email us at graduatecollege@sienaheights.edu.

Contact Us!

STUDY AT ANY OF OUR DEGREE COMPLETION CENTERS

ADRIAN-Main Campus

800.521.0009 • admissions@sienaheights.edu

ANN ARBOR-At Washtenaw Community College

517.264.7195 • annarbor@sienaheights.edu

BATTLE CREEK-At Kellogg Community College

800.203.1560 • battlecreek@sienaheights.edu

BENTON HARBOR-At Lake Michigan College

800.252.1562 X 6711 • bentonharbor@sienaheights.edu

JACKSON-At Jackson Community College

517.796.8672 • jackson@sienaheights.edu

LANSING-At Lansing Community College

517.483.1326 • lansing@sienaheights.edu

METRO DETROIT-Located in Southfield

800.787.7784 • mdp@sienaheights.edu

MONROE-At Monroe County Community College

734.384.4133 • monroe@sienaheights.edu

PORT HURON-At St Clair County Community College

810.985.5365 • porthuron@sienaheights.edu

ONLINE

866.937.2748 • online@sienaheights.edu

www.sienaheights.edu

*Not all programs are offered at each degree completion center.

Please contact your degree completion center for specific program offerings.

