

Professional Communication Bachelor of Arts Degree Major

The Professional Communication major is offered at one or more centers of the College for Professional Studies but is not available in the College of Arts and Sciences. Classes required for the Professional Communication major may not be available on the Adrian campus.

The Professional Communication major is a multidisciplinary program for people with prior study, work experience and/or interest in a number of professional communication fields. Students with prior study in communication, journalism, writing, graphic arts, web design and marketing will find this program to be a beneficial degree completion option. Emphasis is placed on enhancing students' communication skills and competencies in the workplace, along with helping to further prepare students for careers in a number of communication-related fields.

Program Learning Outcomes

Students completing the Professional Communication major will be able to:

Demonstrate the fundamental skills expected of advanced professionals, including effective writing, speaking, technological proficiency, and research skills.

Effectively utilize a variety of communication technology tools.

Practice ethical communication in a variety of business situations.

Assess organizational communication and its effectiveness to the organization's health and productivity.

Assess leadership styles and their role in producing effective supervisor /subordinate relationships.

I.	Courses Required for Major		
A.	Prerequisites Required		6 semester hours
	1.	Management Principles and Cases	3
	2.	Public Speaking	
		or	3
		PCM 301: Fundamentals of Professional Communication	
B.	Program Requirements		9 semester hours
	1.	PCM 330 Intercultural Communication	3
	2.	PCM 340 Professional Speaking	3
	3.	**PCM 495 Professional Communication Seminar	3
C.	Cognate Requirements		12 semester hours
	1.	BAM 441 Managerial Communications	3
	3.	BAM 311 Business Ethics	3
	2.	MGT 452 Leadership	3
	4.	*PHI 329 Technology and the Human Condition	3
D.	Approved Electives		15 semester hours
	Five 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, must be approved by the Professional Communication program coordinator.		

Possible elective courses offered by one or more College for Professional Studies degree completion centers include:

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
PCM 301	Fundamentals of Professional Communication
PCM 485A	Social Media for Mass Communication
PSY 441	Group Dynamics
SOC 314	Ethnic Dimensions of American Society
SOC 350	Conflict Resolution

E. Total for Major **42 semester hours**

II. Other Requirements

1. * Course must be completed with Siena Heights University.
2. At least one approved elective (3 semester hours) must be taken at Siena Heights University.
3. 18 semester hours must be completed with Siena Heights University in the major at the upper level (300-400).
4. All students must maintain a cumulative 2.50 grade point average in the major.
5. Courses to be transferred into the major as electives or prerequisites from other institutions must be 2.0 or better.
6. Public speaking course must be completed before beginning coursework in the PCM program, and must be completed at a 3.0 or higher.^o
7. Reading and Writing 1 (or equivalent) and Reading and Writing 2 (or equivalent) must be completed before beginning coursework in the PCM program, and must be completed at a 3.0 or higher.^o
8. Admission to all PCM courses is at the discretion of the PCM Coordinator.
9. **Students MUST take PCM 495 during their final term before graduation. Other courses may be taken during the final term as well, but PCM 495 cannot be taken sooner than the student's last term at Siena Heights.

Minor in Professional Communication

I. Required Courses for Minor

A.	Program Requirements	9 semester hours
1.	PCM 301 Fundamentals of Professional Communication	3
2.	PCM 330 Intercultural Communication	3
3.	PCM 340 Professional Speaking	3
B.	Cognate Requirements	12 semester hours
1.	BAM 311 Business Ethics	3
2.	BAM 441 Managerial Communications	3
3.	MGT 452 Leadership	3
4.	*PHI 329 Technology and the Human Condition	3
C.	Total for Minor	21 semester hours

II. Other Requirements

1. Reading and Writing 1 (or equivalent) and Reading and Writing 2 (or equivalent) must be completed before beginning coursework in the PCM minor, and must be completed at a 3.0 or higher.
2. *Course must be completed with Siena Heights University.
3. If not previously taken, MGT 302 Management Principles and Cases must be completed before BAM/ MGT Cognate Requirements