

# COMMUNICATION MAJOR (B.S.)

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## Purpose

The purpose of the Communication Major is to develop the skills, knowledge, and conscience of the next generation of communication leaders and professionals. This major provides students the ability to practically apply theoretical communication processes, create and deliver effective messages, practice ethical communication and solve practical problems in all areas of communication.

## Program Learning Outcomes

The student will be able to:

- Master communication in its variety of forms and practices.
- Utilize best practices for communication while maintaining a Christian worldview.
- Create effective and audience appropriate messages.

## Communication Concentration

The student will be able to:

- Demonstrate communication competency through verbal, non-verbal, and computer-mediated channels.
- Evaluate the effectiveness of various approaches to business communication.

## Integrated Communication Concentration

The student will be able to:

- Demonstrate communication competency through verbal, non-verbal, and written forms.
- Evaluate the effectiveness of various approaches to professional communication.

## Programs of Study

### Delivery Format: Residential Only

- Communication (B.S.) - Communication - Resident
- Communication (B.S.) - Integrated Communication - Resident

## Career Opportunities

- Fundraising coordinator
- Communication director
- Sales director
- Nonprofit communicator
- Community relations manager
- Event coordinator
- Public affairs coordinator
- Communication analyst