

Professional Communication

The Professional Communication Track was created in fall 2016 after the leadership, organizational, and strategic tracks were merged. Within this track, the foundation courses allow students to develop knowledge and essential skills in the three closely interrelated communication areas simultaneously - In the organizational and strategic communication emphasis, students have an opportunity to learn about foundations of organizational and strategic communication, communication in groups and teams organizational culture and identity, integrated marketing communication, training and development, and other topics. The leadership foundations courses offer students an opportunity to learn about leadership theories and models and how to apply these ideas to their own pursuits and passions, whether in an existing organization or one they wish to build.

Leadership Emphasis		
Required Courses 7 courses/21 CHs All required courses are offered every semester.	COMM 1050	Introduction to Professional Communication
	COMM 2030	Introduction to Communication Theory
	COMM 2440	Leadership Theory and Practice
	COMM 2500	Research Methods
	COMM 3440	Organizational Leadership
	COMM 3770	Ethical Leadership
	COMM 4950	Seminar in Leadership and Organizational Change (Prereq: COMM 2500 and COMM2440 or 3440)
Elective Courses Students may choose any four courses (12 credit hours) from the list unless they took that class as a Foundation Course. Note the prerequisite courses required for desired upper division courses in order to take them early in the program of study. Students are encouraged to complete an internship during their program of study	COMM 2500	Research Methods
	COMM 3150	Communication Competency in Groups and Teams
	COMM 3240	Business and Professional Communication
	COMM 3280	Intercultural and Global Communication
	COMM 3330	Gender and Leadership
	COMM 3850	Walt Disney: The Nexus of Communication and Imagination
	COMM 4100	Advanced Public Speaking
	COMM 4220	Creative Communication
	COMM 4230	Crisis Communication
	COMM 4250	Advanced Interpersonal Communication: Conflict Management
	COMM 4280	Multicultural Diversity and Workplace Communication
	COMM 4290	Sustainability and Corporate Social Responsibility
	COMM 4900	Special Topics in Communication (with approval of Director of Undergraduate Studies)
	COMM 9400	Independent Study in Communication (with approval of Director of Undergraduate Studies)
Foundation Courses Select one course from each category for a total of 2 classes/6 credit hours	<i>Category 1: Organizational Communication</i>	
	COMM 2240	Principles of Organizational and Strategic Communication
	COMM 3150	Communication in Contemporary Teams
	COMM 4160	Communication, training, and Consulting
	<i>Category 2: Strategic Communication</i>	
	COMM 2900	Writing for the Media
	COMM 3200	Principles and Practice of Public Relations
COMM 3350	Integrated Marketing Communication	

*All courses are subject to change based on the needs of the department

Organizational Emphasis		
	COMM 1050	Introduction to Professional Communication
Required Courses 7 Classes/21 Credit Hours	COMM 2030	Introduction to Communication Theory
	COMM 2240	Principles of Organizational and Strategic Communication
	COMM 2500	Research Methods
	COMM 3150	Communication Competency in Groups and Teams (Fall semester only)
	COMM 4160	Communication, Training, and Development
	COMM 4240	Advanced Organizational and Strategic Communication (Prereq: COMM 2500 & COMM 2240)
Foundation Courses Select one course from each category for a total of 2 classes/6 credit hours	<i>Category 1: Leadership Communication</i>	
	COMM 2440	Leadership Theory and Practice
	COMM 3440	Organizational Leadership
	COMM 3770	Ethical Leadership
	<i>Category 2: Strategic Communication</i>	
	COMM 2900	Writing for the Media
	COMM 3200	Principles and Practice of Public Relations
	COMM 3350	Integrated Marketing Communication

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Strategic Emphasis		
Required Courses 7 Classes/21 Credit Hours	COMM 1050	Introduction to Professional Communication
	COMM 2030	Introduction to Communication Theory
	COMM 2500	Research Methods
	COMM 2900	Writing for the Media
	COMM 3200	Principles and Practice of Public Relations
	COMM 3350	Integrated Marketing Communication
	For the 7 th course, choose one of the two below:	
	COMM 4240	Advanced Organizational and Strategic Communication (Prereq: COMM 2500 & COMM 2240)
	COMM 4800	Strategic Communication and Campaigns
Foundation Courses Select one course from each category for a total of 2 classes/6 credit hours	<i>Category 1: Leadership Communication</i>	
	COMM 2440	Leadership Theory and Practice
	COMM 3440	Organizational Leadership
	COMM 3770	Ethical Leadership
	<i>Category 2: Organizational Communication</i>	
	COMM 2240	Principles of Organizational and Strategic Communication
	COMM 3150	Communication in Contemporary Teams
	COMM 4160	Communication, Training, and Consulting
Elective Courses Students may choose any four courses (12 credit hours) from the	COMM 1020	Interpersonal Communication
	COMM 2240	Principles of Organizational and Strategic Communication
	COMM 2440	Leadership Theory and Practice
	COMM 2770	Leadership Applications and Experiences
	COMM 2900	Writing for the Media

<p>list unless they took that class as a Foundation Course. Note the prerequisite courses required for desired upper division courses in order to take them early in the program of study. Students are encouraged to complete an internship during their program of study</p> <p>*For the Professional Communication track, Choose any four courses from the list unless you took that as a foundation course. *</p>	COMM 3150	Communicating in Contemporary Teams
	COMM 3200	Principles and Practices of Public Relations
	COMM 3240	Business and Professional Communication
	COMM 3250	Principles and Practices of Advertising
	COMM 3280	Intercultural and Global Communication
	COMM 3330	Gender and Leadership
	COMM 3350	Integrated marketing Communication
	COMM 3400	Digital Communication Technologies
	COMM 3440	Organizational Leadership (Meets LAS Soc. Sci. Req.)
	COMM 3480	Media and Health
	COMM 3550	Professional and Personal Relationships
	COMM 3770	Ethical Leadership
	COMM 3800	Strategic Communication Tactics (Fall Semester Only)
	COMM 3850	Walt Disney: The Nexus of Communication and Imagination
	COMM 4050	Public Relations and Social Media
	COMM 4090	Emerging Communication Technology
	COMM 4100	Advanced Public Speaking
	COMM 4110	Communication Competence
	COMM 4160	Communication, Training, and Consulting
	COMM 4200	Persuasion (Meets LAS Soc. Sci. Req.)
	COMM 4220	Creative Communication
	COMM 4230	Crisis Communication
	COMM 4250	Advanced Interpersonal Communication: Conflict Management
	COMM 4290	Sustainability and Corporate Social Responsibility
	COMM 4690	Internship in Communication (with approval of Internship Director)
	COMM 4770	Leadership Communication in a Global Environment
	COMM 4840	Health Communication: Interpersonal Perspectives
	COMM 4900	Special Topics in Communication (with approval of Director of Undergraduate Studies)
COMM 9400	Independent Study in Communication (with approval of Director of Undergraduate Studies)	

*All courses are subject to change based on the needs of the department

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Note: All communication majors should receive academic advising with Professor Eurich at least one a year.