Business Communication Minor
21 Hours
Available to all UNI majors

The Business Communication Minor is interdisciplinary in nature and offered jointly by the College of Humanities, Arts and Sciences and the College of Business Administration. It is under the jurisdiction of the Department of Communication Studies and the Department of Marketing. The minor requires a 12-hour core plus 9 hours from three emphases.

6 hrs. required:
COMM 3155 Business and Professional Oral Communication (COMM 1000) 3 hrs
MKTG 2110 Principles of Marketing (Econ 1031 or Econ 1041) 3 hrs

3 hrs. required (choose 1 of 2 courses):
COMM 2555 Interactive Digital Communication 3 hrs
ENGLISH 2270 Introduction To Professional Writing (English 1005) 3 hrs

Choose one course from each of the following three emphases (9 hrs. required):

1. APPLIED WRITING SKILLS 3 hrs
ENGLISH 4765 Applied Writing: Workplace Communication
ENGLISH 4770 Applied Writing: Proposals and Grants
ENGLISH 4775 Applied Writing: Technical Communication

2. COMMUNICATION SKILLS 3 hrs
COMM 1205 Group Communication Skills (COMM 1000)
COMM 4316 Mediation Theory & Process (COMM 2344, Junior standing)
COMM 4333 Communication & Conflict Management (COMM 2344, Junior standing)
COMM 4355 Listening (Junior standing)
COMM PR 1811 Principles of Public Relations (Communication 1000)

3. BUSINESS & PROFESSIONAL COMMUNICATION CONTEXTS AND APPLICATIONS 3 hrs
COMM 4134/5134 Organizational Cultures and Communication (MGMT 3153 OR COMM 3055, COMM COR 2020, (Junior standing)
COMM PR 3844/5844 Public Relations: Integrated Communications (Junior standing)
MKTG 3143 Advertising and Promotion (MKTG 2110)
MKTG 3146 Digital Advertising (MKTG 2110)
MKTG 3153 Personal Selling (MKTG 2110)

Total 21 hrs

Note: When declaring this minor students must:
  a) Have a 2.70 cumulative GPA
  b) Have satisfactorily completed Categories 1A and 1B of the Liberal Arts core.

[Fall 2012]