

## Business Communication Minor (Available to all UNI majors) (Last Revised 01/2024)

The Business Communication Minor is interdisciplinary in nature and offered jointly by the College of Humanities, Arts and Sciences and the Wilson College of Business. 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.

### Business Communication Minor (21 hours)

#### 6 hours required

**Credit**

COMM 3155	<b>Business and Professional Oral Communication</b> (Junior standing; COMM 1000)	3 hrs.
MKTG 2110	<b>Principles of Marketing</b> (ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.

#### 3 hours required (select 1 of 2 courses)

**Credit**

COMM 2555	<b>Interactive Digital Communication</b>	3 hrs.
ENGLISH 2270	<b>Introduction To Professional Writing</b>	3 hrs.

#### 3 hours required (select 1 of 2 courses)

**Credit**

COMM 3055	<b>Organizational Communication</b>	3 hrs.
MGMT 3153	<b>Organizational Management</b> (Junior standing)	3 hrs.

Choose one course from each of the following three emphases:

#### Applied Writing Skills

ENGLISH 4765	<b>Applied Writing: Workplace Communication</b> (Junior Standing; prerequisite <u>OR</u> corequisite MGMT 2080 <u>OR</u> English 2770)	3 hrs.
ENGLISH 4770	<b>Applied Writing: Proposals and Grants</b> (Junior Standing; prerequisite <u>OR</u> corequisite MGMT 2080 <u>OR</u> English 2770)	3 hrs.
ENGLISH 4775	<b>Applied Writing: Technical Communication</b> (Junior Standing; prerequisite <u>OR</u> corequisite MGMT 2080 <u>OR</u> English 2770)	3 hrs.

#### Communication Skills

COMM 4333	<b>Communication &amp; Conflict Management</b> (Junior standing; COMM 2344)	3 hrs.
COMM PR 1811	<b>Principles of Public Relations</b> (Communication 1000)	3 hrs.

#### Business & Professional Communication Contexts & Applications

COMM 4134/5134	<b>Organizational Cultures and Communication</b> (Junior standing)	3 hrs.
COMM PR 3844/5844	<b>Public Relations: Integrated Communications</b> (Junior standing)	3 hrs.
MKTG 3143	<b>Advertising and Promotion</b> (Junior standing; MKTG 2110; ECON 1031; ECON 1041)	3 hrs.
MKTG 3146	<b>Digital Advertising</b> (Junior standing; MKTG 2110; ECON 1031; ECON 1041)	3 hrs.
MKTG 3153	<b>Professional Selling</b> (Junior standing; MKTG 2110; ECON 1031; ECON 1041)	3 hrs.

**Disclosure:** All non-business major students pursuing this minor must meet the following guidelines:

- 1) Have a 2.5 cumulative GPA at time of declaration of minor
- 2) Meet all course pre-requisites, including the 60 total credit hours or more to take upper level business courses
- 3) Cannot take more than 6 credit hours of upper level business courses in the same semester
- 4) Cannot take more than 15 total credit hours of upper level business courses, including transfer and courses taken at UNI
- 5) Cannot take more than 30 total credit hours of business courses, including transfer and courses taken at UNI

**Important:** Non-business major students who want to pursue this minor should meet with an academic advisor in CBB 5 to ensure completion will align with student's graduation timeline. Students will need to meet with a Wilson College of Business Advisor after Wilson College of Business priority registration has concluded to enroll in any business courses except ECON 1041, ECON 1051, and/or ECON 1031.