

Business Communication Minor (Available to all UNI majors) (Last Revised 03/2019)

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.

Business Communication Minor (21 hours)

6 hours required

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

3 hours required (select 1 of 2 courses)

COMM 2555	Interactive Digital Communication	3 hrs.
ENGLISH 2270	Introduction To Professional Writing (ENGLISH 1005)	3 hrs.

3 hours required (select 1 of 2 courses)

COMM 3055	Organizational Communication (Junior standing; COMM 1000)	3 hrs.
MGMT 3153	Organizational Management (Junior standing)	3 hrs.

Choose one course from each of the following three emphases:

Applied Writing Skills

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

Communication Skills

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

Business & Professional Communication Contexts & Applications

COMM 4134/5134	Organizational Cultures and Communication (Junior standing; MGMT 3153 OR COMM 3055, COMM COR 2020)	3 hrs.
COMM PR 3844/5844	Public Relations: Integrated Communications (Junior standing)	3 hrs.
MKTG 3143	Advertising and Promotion (Junior standing; MKTG 2110; ECON 1031; ECON 1041)	3 hrs.
MKTG 3146	Digital Advertising (Junior standing; MKTG 2110; ECON 1031; ECON 1041)	3 hrs.
MKTG 3153	Personal Selling (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 CBA Advisor after CBA priority registration has concluded to enroll in any business courses except ECON 1041, ECON 1051, and/or ECON 1031.