Course Catalog

Communication Management

Faculty

J. Charlene Davis, Ph.D., Professor, Business Administration; Director
Jennifer Jacobs Henderson, Ph.D., Professor, Communication
Yi Liu, Ph.D., Assistant Professor, Business Administration
John McGrath, Ph.D., Professor, Human Communication and Theatre
Camille Reyes, Ph.D., Assistant Professor, Communication

Overview

The minor in Communication Management is an interdisciplinary program that studies both advertising and public relations as part of the management of communication processes by combining mass media, human communication, marketing, and business principles. Students interested in declaring a Communication Management minor should contact Professor J. Charlene Davis; each student will then be assigned to a minor adviser.

Requirements

The Minor

The requirements for a minor in Communication Management are:

24 credit hours consisting of 15 hours in required courses and 3 hours in each elective area.

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<th>Required Courses: 15 hours</th>
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* As approved by minor adviser.