Course Catalog

Communication Management

Faculty

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

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.

**Required Courses: 15 hours**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>COMM 3360</td>
<td>Principles of Public Relations</td>
</tr>
<tr>
<td>HCOM 3334</td>
<td>Persuasion</td>
</tr>
<tr>
<td>HCOM 3360</td>
<td>Small Group Communication</td>
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<tr>
<td>MGMT 2301</td>
<td>Management of Organizations</td>
</tr>
<tr>
<td>MKTG 2301</td>
<td>Principles of Marketing</td>
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</tbody>
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### Communication Elective: 3 hours

- **COMM 3362**: Media Law and Policy
- **COMM 3363**: Media Management
- **COMM 3364**: Ethics and the Mass Media

### Business Elective: 3 hours

- **MGMT 3371**: Human Resources Management
- **MGMT 3372**: Organizational Behavior
- **MKTG 3381**: Consumer Behavior
- **MKTG 3382**: Integrated Marketing Communications
- **MKTG 4381**: Marketing Management

### Human Communication Elective: 3 hours

- **BUSN 3311**: Organizational Communication (also listed as HCOM 3362)
- **HCOM 1333**: Public Speaking
- **HCOM 3362**: Organizational Communication (also listed as BUSN 3311)
- **HCOM 4397***: Human Communication Internship

* As approved by minor adviser.