Course Catalog

Communication Management

Faculty

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Camille Reyes, Ph.D., Assistant Professor, Communication; Director

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.

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>
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<tr>
<td>MKTG 2301</td>
<td>Principles of Marketing</td>
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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.