

Organizational Communication (BA)

First awarded in 2015

Dr. Johnson, Program Coordinator

Aims of the Organizational Communication Program

The BA in Organizational Communication offers a flexible choice for students interested in communication-oriented jobs in the business discipline. The degree program combines the study of communication with select courses in business and behavioral sciences.

Entrance Requirements

The following minimum requirements will need to be accomplished for successful admission to the Communication BA program:

- Completion of the general education requirements – Minimum GPA 2.00
- Declaration of major through the Academic Advising Center
- Selection and assigning of a Communication program academic advisor

Total Semester Hours

Candidates for the degree must complete at least 120 semester hours of accredited college work, excluding physical education activities courses. At least 50 hours must be completed at the 3000-4000 level.

General Education Requirements

Each student must complete the 36-hour general education core, two (2) hours of physical education classes, and at least six hours of foreign language are required.

Quality of Work

A minimum GPA of 2.5 on all communication courses and 2.0 overall is required.

Residency

Students must complete a minimum of 36 hours of their upper-level work at Florida College to receive the BA in Organizational Communication.

Graduation Ceremony

Candidates for the Bachelor of Arts in Organizational Communication must participate in graduation exercises in the year of completing their other requirements. Any exceptions must be cleared with the Registrar.

Requirements for the Major in Organizational Communication

Prerequisites (9 hours)

- COM 2000 Introduction to Communication
- GEB 1011 Introduction to Business Administration
- SPC 1608 Public Speaking

Required Courses: Majors must complete all the following (33 hours)

- COM 3120 Organizational Communication
- COM 3160 Writing for the Communication Professions
- COM 3945 Internship in Communication
- MAN 3025 Principles of Management
- MAN 4701 Business Ethics and Society
- PUR 3000 Public Relations
- SPC 3301 Interpersonal Communication
- SPC 3311 Social Media for Professionals
- SPC 3602 Advanced Public Speaking
- SPC 4540 Persuasion
- SPC 4958 Senior Seminar in Communication (Capstone)

Elective Courses: Six additional courses must be selected from the following list in consultation with an advisor (18 hours)

- BUL 3320 Law and Business I
- COM 4930 Selected Topics in Communication
- ENG 3120 History and Literacy of Cinema
- GEB 3213 Communication in Business
- INP 4004 Industrial/Organizational Psychology
- MAN 3301 Human Resource Management
- MAN 3600 International Business
- MAN 3802 Entrepreneurship and Small Business Management
- MAN 4129 Organizational Leadership
- MAR 3023 Principles of Marketing
- MMC 3100 Writing and Editing for Media
- MMC 3602 Mass Communication and Society
- ORI 3130 Oral Interpretation
- PPE 4003 The Psychology of Personality
- SOP 4004 Social Psychology
- SPC 3513 Argumentation and Debate
- SPC 3921 Forensics Workshop
- SPC 4683 Rhetorical Approaches to Media
- SPC 4710 Intercultural Communication
- SPC 4905 Directed Study in Communication
- SPC 4922 Forensics Workshop

RECOMMENDED PLAN FOR BA DEGREE IN ORGANIZATIONAL COMMUNICATION (120 hours)

Fall – Year One	Hours	Spring – Year One	Hours
ENC 1101 – Freshman Composition I	3	ENC 1102 – Freshman Comp. II	3
Math	3	Math	3
SPC 1608 – Public Speaking	3	GEB 1011 – Intro. to Bus. Adm.	3
REL 1210 – Hist. & Geog. OT	2	REL 1240 – Hist. & Geog. NT	2
REL 1273 – Biblical Worldview	1	Bible	1
Behavioral Science	3	COM 2000 – Intro. Communication	3
PE Course	1	Elective	1
Total	16	Total	16
Fall – Year Two	Hours	Spring – Year Two	Hours
Foreign Language	4	Foreign Language	4
Bible	2	Bible	1
Bible	1	LIT 2371 – OTP	3
Behavioral or Social Science	3	PE Course	1
SPC 3602 – Adv. Public Speaking	3	Social Science	3
Humanities	3	Elective	3
Total	16	Total	15
Fall – Year Three (odd)	Hours	Spring – Year Three (even)	Hours
Bible	2	Bible	2
COM 3160 – Writing for Comm. Prof.	3	MAN 4701 – Bus Ethics and Society	3
MAN 3025 – Princ. of Management	3	SPC 4540 – Persuasion	3
Org. Comm. Elective	3	SPC 3301 – Interpersonal Comm.	3
Org. Comm. Elective	3	Org. Comm. Elective	3
Elective	1		
Total	15	Total	14
Fall – Year Four (even)	Hours	Spring – Year Four (odd)	Hours
Bible	2	Bible	2
SPC 3311 – Social Media for Prof.	3	COM 3120 – Org. Com.	3
Org. Comm. Elective	3	PUR 3000 - Public Relations	3
Org. Comm. Elective	3	COM 3945 – Internship	3
Org. Comm. Elective	3	SPC 4958 – Capstone	3
Total	14	Total	14
Fall – Year Three (even)	Hours	Spring – Year Three (odd)	Hours
Bible	2	Bible	2
COM 3160 – Writing for Comm. Prof.	3	COM 3120 – Org. Com.	3
MAN 3025 – Princ. of Management	3	SPC 3301 – Interpersonal Comm.	3
SPC 3311 – Social Media for Prof.	3	PUR 3000 - Public Relations	3
Org. Comm. Elective	3	Org. Comm. Elective	3
Elective	1		
Total	15	Total	14
Fall – Year Four (odd)	Hours	Spring – Year Four (even)	Hours
Bible	2	Bible	2
Internship	3	MAN 4701 – Bus Ethics and Society	3
Org. Comm. Elective	3	SPC 4540 – Persuasion	3
Org. Comm. Elective	3	Org. Comm. Elective	3
Org. Comm. Elective	3	SPC 4958 – Capstone	3
Total	14	Total	14