

# Professional Communication

## Professional Communication Program Mission

The Professional Communication degree program at Minot State provides students with a strong foundation of knowledge about the work and workings of human communication. The program applies this knowledge to experiential learning across three tracks: strategic communication, sports media production and social media management. Combining theoretical knowledge and practical skills makes for uniquely prepared graduates - ready to serve the myriad communication demands presented in professional settings - large and small.

Professional Communication majors are encouraged to attend all student and faculty shows, presentations, and events. Professional Communication majors are required to complete [COMM 492](#) Senior Portfolio as their capstone learning experience.

## Bachelor of Arts with a Major in Professional Communication

<b>General Education</b>		<b>38</b>
<b>Required Core</b>		<b>31</b>
COMM 100	Professional Communication Colloquium <sup>1</sup>	
COMM 101	Introduction to Communication	
COMM 212	Interpersonal Communication	
COMM 219	Mass Media and Society	
COMM 224	Social Media, Writing, and Design	
COMM 225	Audio Production	
COMM 254	Special Events Planning I	
COMM 318	Organizational Communication	
COMM 360	Video Production	
COMM 454	Special Events Planning II	
COMM 492	Senior Portfolio	
<b>Options:</b>		
<b>Select one of the following options:</b>		<b>21-27</b>
<b>Strategic Communication</b>		
COMM 218	Public Relations Principles	
COMM 221	Strategic Communication Writing	
COMM 281	Reporting and Editing	
COMM 310	Social Media Strategy and Measurement	
COMM 425	Crisis Communication	
<b>Choose four of the following courses:</b>		
COMM 285	Broadcasting and Professional Communication Activities	
COMM 315	Persuasion and Argumentation	
COMM 325	Campaigns and Strategies	
COMM 361	Broadcast News Writing	
COMM 474	Social Media Management Practicum	
COMM 497	Communication Internship	
<b>Sports Media</b>		
COMM 328	Play-by-Play Communication	
COMM 329	Sports Television Production	
COMM 362	Broadcast News Gathering	
COMM 475	Broadcast Production	
<b>Choose four of the following courses:</b>		
COMM 218	Public Relations Principles	
COMM 221	Strategic Communication Writing	
COMM 281	Reporting and Editing	
COMM 285	Broadcasting and Professional Communication Activities	
COMM 310	Social Media Strategy and Measurement	
COMM 325	Campaigns and Strategies	

COMM 361	Broadcast News Writing	
COMM 497	Communication Internship	
<b>Media Production</b>		
COMM 285	Broadcasting and Professional Communication Activities	
COMM 362	Broadcast News Gathering	
COMM 460	Advanced TV and Social Media Production	
COMM 475	Broadcast Production <sup>2</sup>	
<b>Choose four of the following courses:</b>		<b>3</b>
COMM 218	Public Relations Principles	
COMM 221	Strategic Communication Writing	
COMM 281	Reporting and Editing	
COMM 325	Campaigns and Strategies	
COMM 361	Broadcast News Writing	
COMM 474	Social Media Management Practicum	
COMM 497	Communication Internship	
Minor and/or Concentrations should fulfill remaining credits needed to reach the 120 (or more) required to earn B.A.		

<sup>1</sup> \*COMM 100 Required Every Semester

<sup>2</sup> 6 credits of Broadcast Production are needed. Students should enroll twice

## Professional Communication Minor (Non-Major)

### Minor Requirements

COMM 101	Introduction to Communication	3
COMM 212	Interpersonal Communication	3
COMM 219	Mass Media and Society	3
COMM 224	Social Media, Writing, and Design	3
COMM 318	Organizational Communication	3
Choose one of the following courses:		3
COMM 225	Audio Production	
COMM 360	Video Production	

**Total Hours** **18**

## Professional Communication Concentration

### Requirements

COMM 101	Introduction to Communication	3
COMM 219	Mass Media and Society	3
Select one of the following courses		
COMM 212	Interpersonal Communication	3
COMM 318	Organizational Communication	3
Select one of the following courses		
COMM 225	Audio Production	3
COMM 360	Video Production	3