

PROGRAM NAME: Business Communication
 PROGRAM COLLEGE: Business, Influence, and Information Analysis
 CATALOG TERM: 2019

Program description: Students take courses in both communication and business, which allows them to understand the complexities of both communication and business. Students learn about interpersonal, media, public speaking, and organizational communication within their major. There is not another major offered at other universities that combines communication and business classes together. Generally, students would major in one and minor in another, or double-major. This is an interdisciplinary experience across disciplines, integrated into one major.

NOTE: Individual Programs of Study will vary in consultation with your Advisor and course/section availability each term. The below schedule serves only as an **example** four year degree plan.

YEAR 1 (entering Fall 2019)

Fall Semester

Course Name	Credits	Minimum Grade Required	Experience Notes
Core: Written Communication	3	D	<ul style="list-style-type: none"> Join an RU Academy Participate in the Finucane Service Project Attend the New Student Retreat
Core: Mathematics Proficiency	3	D	
Core: Philosophical Mode Lv I	3	D	
Foreign Language	3-4	D	
Core: Historical Model Lv I	3	D	
FS 1100-First Year Seminar	1	D	
TOTAL HOURS	16-17		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Oral Communication Proficiency	3	D	<ul style="list-style-type: none"> Join a campus club/organization (can be dept. specific)
Core: Artistic Mode)	3	D	
Core: Theological Mode Lv I	3	D	
Foreign Language	4	D	
BIA 1800 Data Analysis	3	D	
TOTAL HOURS	16		

YEAR 2

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
MK 3000 Principles of Marketing	3	C	
Core: Philosophical Mode Lv II	3	D	
Core: Scientific Causal Mode Lv	4	C	
CT 2040 Interpersonal Communication	3	D	
Core: Literary Mode Lv I	3	D	
TOTAL HOURS	16		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
MG 1900 Business Leadership and Social Issues	3	D	Declare major (and minor or double major if applicable)
Core: Scientific-Relational Mode Lv I	3	D	
CT 3000: Listening for Personal and Professional Success	3	C	
AC 2000 Financial Accounting	3	D	
Core: Historical Mode Lv I	3	D	
EC 1000 Macroeconomics	3	D	
TOTAL HOURS	18		

YEAR 3

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Historical Mode or Literary Mode Lv II	3	D	Consider competing in the Dowling Oratory Contest
Core: Scientific-Causal or Relational Mode Lv II	3	D	
Elective	3	D	
Core: Scientific-Relational Mode Lv I	3	D	
CT 3840 Persuasion and Social Influence	3	C	
CT 3300 Presentational Speaking and Listening	3	C	
TOTAL HOURS	18		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
JN 2000 Introduction to Journalism	3	D	Consider competing in the Bourke Extemporaneous Contest
JN/CT 4170 Principles of Advertising	3	C	
MK 3200 Consumer Behavior	3	C	
Elective	3	D	
Elective	3	D	
Elective	3	D	
TOTAL HOURS	18		

YEAR 4

Fall Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Theological Mode Lv II	3	D	Consider competing in the Dowling Oratory Contest
CT 4350 Organizational Communication	3	C	
CT 4870 Communication Theory	3	C	
MK 4100 Marketing Research	3	C	
Elective	3	D	
TOTAL HOURS	15		

Spring Semester

Course Name	Credits	Minimum Grade Required	Notes
Core: Philosophical Mode or Theological Mode Lv II	3	D	Consider competing in the Bourke Extemporaneous Contest
CT 4940 Senior Capstone	3	C	
JN/CT 3500 Intro to Public Relations	3	C	
Elective	3	D	
Elective	3	D	
TOTAL HOURS	15		

Credit Hours

- Core: 55-58 credit hours
- Major: 59 credit hours
- Electives: 21 hours. With some of these used towards Business Courses, one could enroll in the Dean's Scholars Program and be eligible for the 5th year MBA. Alternatively, one could choose a minor, internship, study abroad, etc.
- TOTAL Credit Hours: 135-138