

Speech Communication

The speech communication major, which encompasses both communication theory and rhetorical arts, has two primary educational goals: (1) to develop students' ability to communicate with others and (2) to educate students to effectively evaluate the communication of others.

ACADEMIC TRACKS

ORGANIZATIONAL COMMUNICATION

The success of any organization – from a neighborhood group to a multinational corporation – depends on effective communication. In fact, effective communication is the #1 ability organizations look for in their employees. Organizations need members skilled in the basic communicative processes of persuasion, team building, problem solving, information transfer, negotiation and leadership. Organizations also look for employees sensitive to and able to communicate with diverse individuals. This academic track includes courses that develop communication skills as well as courses that examine communication processes in a variety of organizational contexts. It also includes courses that focus on the challenges associated with information management, cultural diversity and image-building. This communication specialization will interest students who wish to work for profit or not-for-profit organizations and those students who seek to assume leadership positions in their local community.

SPEECH COMMUNICATION COURSES: (37 HOURS)

REQUIRED COURSES: (7 HOURS)

- Spch 080: Speech Seminar (0 hrs)
- Spch 320: Theories of Human Communication (3 hrs)
- Spch 330: Rhetoric of Western Thought (3 hrs)
- Spch 550: Senior Colloquium (1 hr)

ORGANIZATIONAL COMMUNICATION COURSES: (15 HOURS)

- Spch 311: Business and Professional Speaking (3 hrs)
- Spch 322: Interpersonal Communication (3 hrs)
- Spch 326: Small Group Discussion Methods (3 hrs)
- Spch 328: Professional Interviewing (3 hrs)
- Spch 425: Theories of Organizational Communication (3 hrs)
- Spch 470: Language of Community Building (3 hrs)
- Spch 480: Intercultural Communication (3 hrs)
- Spch 526: Persuasion (3 hrs)
- Spch 535: Communication and Leadership (3 hrs)

SPEECH COMMUNICATION ELECTIVES: (15 HRS)

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ORGANIZATIONAL

POTENTIAL CAREERS

- › PERSONNEL MANAGER
- › SALES REPRESENTATIVE
- › COMMUNICATION TRAINER
- › HUMAN RESOURCES OFFICER
- › BUSINESS MANAGER
- › COMMUNICATION FOR NON-PROFITS

RELATED MAJORS / MINORS

- › INDUSTRIAL PSYCHOLOGY
- › BUSINESS-RELATED MAJORS

FOR MORE INFORMATION:

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