ORGANIZATIONAL COMM & PUBLIC RELATIONS

This concentration examines the role of communication in constructing organizations and connecting those organizations to key stakeholders.

WELCOME TO THE COMMUNICATION DEPARTMENT

Follow @commuc on social media, attend CommTogether & meet with a Comm advisor.

CHOOSE FROM THESE COMMUNICATION COURSES

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<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>2021</td>
<td>Comm in Problem-Solving Groups</td>
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<tr>
<td>2042</td>
<td>Introduction to Public Relations*</td>
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<tr>
<td>2043</td>
<td>Public Relations Writing* (2042)</td>
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<td>2048</td>
<td>Event Planning &amp; Fundraising Mgmt</td>
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<td>2081</td>
<td>Business Communication*</td>
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<td>2088</td>
<td>Interviewing for Comm Careers</td>
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<td>3000</td>
<td>Public Relations Research* (2042)</td>
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<td>3008</td>
<td>Intro to Organizational Comm*</td>
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<td>3031</td>
<td>Collaborative Leadership</td>
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<td>3089</td>
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<td>4005</td>
<td>Communication Ethics*</td>
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<td>4008</td>
<td>Leadership Communication</td>
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<td>4042</td>
<td>PR Campaigns (2042 &amp; 2043)</td>
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Parentheses = Prerequisite  Asterisk = Online section available  Bold = Fulfills Department’s Diversity & Inclusion Requirement

EXPLORE COMPLEMENTARY ELECTIVES

Minors, certificates, and courses in business, e-media, journalism, psychology, and sociology complement this concentration. Consider:

- DAAP-2013 Guide to Graphic Design
- ENGL-3071 Technical Writing
- ENTR-2001 Essentials of Entrepreneur
- INTB-3080 Global Env of Business
- IT-1040 Website Creation & Mgmt
- JOUR-2010 Reporting & Writing
- MKTG-3000 Professional Selling
- PSYC-3029 Psychology in the Workplace
- SMTG-4020 Sport Public Relations

EXPLORE COMPLEMENTARY ELECTIVES

DEVELOP CAREER EDUCATION SKILLS

Take PD 2070 during your sophomore year to learn about experiential learning opportunities.

POTENTIAL CAREERS & CO-OP JOBS

Cincinnati Reds  City Gospel Mission
FC Cincinnati  Findlay Market
Gameday Comm  General Electric
Matthew 25  Newport Aquarium
Wright Patterson Air Force Base

CONSIDER GRADUATE EDUCATION

Option 1: Majors accepted into our 4+1 Program take graduate classes their senior year. After earning their BA degree, students in good standing are formally admitted to the graduate program and complete their MA degree in one additional year.

OR

Option 2: Most traditional graduate programs require 2 additional years of education. These options complement a Communication BA:
- Accreditation in Public Relations (APR)
- MA in Hospitality Management
- MA in Human Resources
- MA in Public Relations

CONSIDER JOINING A STUDENT GROUP

UC PRSSA enhances knowledge of public relations, provides access to professional development opportunities, and serves the PR industry by developing qualified professionals.

UC Influence is a student-led public relations firm that runs a competitive campaign every fall & a local, non-profit campaign every spring.

POTENTIAL CAREER OPPORTUNITIES

Campaign Manager  Communication Specialist  Event Planner  Executive Coach  Fundraising Director  Human Resources Officer  Public Relations Specialist  Social Media Manager  Technical Writer  Training and Development Officer

CONGRATULATIONS UC GRADUATE!

Apply for graduation during your final semester (week 4 deadline), complete Communication Department’s exit survey, and attend annual CommCeleb awards banquet in April.