

COMMUNICATIONS STUDIES

PATHWAYS CERTIFICATE: COMMUNICATIONS SPECIALIST IN ORGANIZATIONS – 16 CREDITS

CAREER DESCRIPTION

Opportunities in the communication field are growing at a faster-than-average rate. Students who earn four-year degrees in communication may choose to work in such fields as media or broadcasting, journalism, public relations, marketing, education, or business leadership, among others. Degrees can be earned in any of these specializations at four-year colleges and universities. The Communication Studies coursework at UCC prepares students for career applications and transfer into four-year degree programs. Students may choose from one of three program areas of concentration: Journalism, Public Relations/General Communication, or Speech.

This certificate will represent coursework completed in the Communication Studies area that applies to positions such as customer service or other communication-related jobs including marketing and sales. Students who complete this certificate will have demonstrated skill in listening, developing persuasive messages, problem solving, team work, decision making, clearly communicating information, developing rapport, and technical writing.

PROGRAM OUTCOMES

Students who successfully complete the Communications Specialist in Organizations Pathways Certificate will

1. Apply ethical principles to communication tasks, including decision-making and the crafting of public messages
2. Practice systemic critical thinking processes related to communication issues, developing tactical strategies, and implementing creative solutions
3. Critically analyze and evaluate written, verbal, and nonverbal messages
4. Communicate effectively and appropriately with diverse and multicultural audiences using appropriate speaking, listening, and writing skills
5. Take responsibility for establishing collaborative work settings; conceptualize, organize, participate in and actualize teams in a creative, flexible, and collegial manner.
6. Use information technology effectively and efficiently to conduct research and to create and deliver messages

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16 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)

SEQUENCE

Listening
SP 105 3 CR

Persuasive Speech
SP 112 3 CR

Small Group Discussion
SP 219 3 CR

Technical Report Writing
WR 227 4 CR

Business
Communications
BA 214 3 CR
OR Customer Service
BA 165 3 CR

CREDITS
16

NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.