

## COMMUNICATIONS STUDIES

### Communications Specialist in Organizations Pathways Certificate

#### PROGRAM DESCRIPTION

The 16-credit Communications Specialist in Organizations: Pathway Certificate is designed to provide targeted study in the area of communications and to prepare students for employment in customer service positions, as well as in other communications-related jobs, including marketing and sales.

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: Pathway 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

#### CAREER CONSIDERATIONS

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.

#### PROGRAM COURSE REQUIREMENTS

##### Year One

BA 165	Customer Service	3
or BA 214	Business Communications	
SP 105	Listening	3
SP 112	Persuasive Speech	3
SP 219	Small Group Discussion	3
WR 227	Technical Writing	4

**Total Credits 16**