Organizational Communication

Program Overview
The Organizational Communication major focuses on the impact of effective communication in business and not-for-profit organizations. This major integrates course work in the fields of communication, business, psychology, sociology, writing, and research. You will develop skills demanded in today’s workplace and learn the importance of communication in the growth of an organization.

You will learn how to interact with and motivate people, sell ideas and products, promote organizations and events, build productive teams, and train and develop people. Attention is paid to the improvement of written and oral communication skills and to the ethics of human interaction.

Career Fields
Organizational Communication graduates are employed in such fields as:
- Advertising
- Marketing
- Human Resources
- Training and Development
- Radio and Television
- Journalism
- Consulting
- Research
- Public Relations
- Political Advising

A Student Perspective
“I have chosen Doane’s Lincoln campus to earn my organizational communication degree because of the location of the campus and the flexible hours. I enrolled after hearing positive feedback from previous graduates that work at my place of employment.”
Curt Beckenhauer
Organizational Communication

Required Courses
- BUS 205 Business Writing
  OR
- ENG/JOU 113 Basic Newswriting & Reporting
- BUS 215 Applied Statistics
- BUS 365 Ethics in a Business Environment
- CMS 112 Small Group Communication
- CMS 210 Public Speaking
- CMS 220 Interpersonal Communication
- CMS 296 Organizational Communication Practicum
- CMS 316 Business and Professional Communication
- CMS 330 Public Relations
  - CMS 321 Intercultural Communication
  OR
- CMS 348 Gender Communication
- CMS 323 Training and Development
- CMS 336 Applied Organizational Communication
- CMS 342 Leadership Communication
- CMS 351 Persuasion
- CMS 496 Senior Seminar in Communication
- CSA 108 Desk-Top Publishing
- IDS 206 Introduction to Research

Plus two courses selected from:
- BUS 212 Human Resource Management
- BUS 242 Management
- BUS 251 Marketing
- BUS 301 Consumer Behavior
- BUS 315 Organizational Behavior

Plus two courses selected from:
- PSY 256 Adult Development
- PSY/SOC 336 Social Psychology
- PSY 365 Psychology of Personality
- SOC 324 Race and Nationality