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

Required Courses
- BUS 215 Applied Statistics
- BUS 365 Ethics in a Business Environment
- CMM 113 Basic News Writing and Reporting
- OR
- BUS 305 Business Writing
- CMM 320 Public Relations
- CMS 112 Small Group Communication
- CMS 210 Public Speaking
- CMS 316 Business and Professional Communication
- CMS 220 Interpersonal Communication
- CMS 296 Organizational Communication Practicum
- 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 259 Human Growth & Development
- PSY 336 Social Psychology
- PSY 365 Psychology of Personality
- SOC 324 Race and Nationality

About the Grand Island / Lincoln / Omaha Campuses
At Doane College, you will join an institution where exceptional faculty, staff, students and alumni challenge themselves to achieve success and provide the best education for all students. The Doane College Grand Island, Lincoln, and Omaha campuses are geared toward working adults, focusing on applied learning and practical experience that you can utilize in your work setting.

Contact Us
If you are up for the challenge and would like to learn more, contact us at any location.

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