

# Professional Communication

## Professional Communication Program Mission

The Professional Communication degree program at Minot State provides students with a strong foundation of knowledge about the work and workings of human communication. The program applies this knowledge to experiential learning across three tracks: strategic communication, sports media production and social media management. Combining theoretical knowledge and practical skills makes for uniquely prepared graduates - ready to serve the myriad communication demands presented in professional settings - large and small.

## Professional Communication Program Goals and Outcomes

Student Learning Goals	Student Learning Outcomes
Students will demonstrate comprehensive knowledge of the discipline of Communication Studies and be prepared to apply this to industry standards across Strategic Communication and Media Production.	1. Students will recognize elements and concepts of communication theory.
	2. Students will recall and discuss the history, growth, and current efforts by professional communicators.
	3. Students will evaluate ethical situations professional communicators face in gathering, producing, and distributing content.
	4. Students will demonstrate competency in media content production.
Students will create communication outputs informed by ethical and academic best practice.	1. Students will present an evidence-based portfolio of work as a capstone marking the conclusion of their undergraduate academic work.
	2. Students will demonstrate ethical practices relevant to producing media content.
Students will evaluate best practice in both the Communication industry and Communication Discipline to create content which engages audiences across a variety of media.	1. Students will employ critical thinking skills as they research, organize, and produce a variety of media content.
	2. Students will apply critical thinking skills demonstrating an understanding of how communication theory relates to the function of message creation and exchange.
	3. Students will present a portfolio of work, containing media content produced during their degree program, that is representative of their professional brand identity.
	4. Students will compose and evaluate strategic communication materials using industry-based knowledge and standards.
	5. Students will evaluate the varied industry standards for vocal delivery and understand their application to varied media tasks.
Students will examine the social uses to which varied forms of Communication are applied.	1. Students will evaluate an element of media for understanding its role in society.
	2. Students will evaluate persuasive messages used in media.
Students will develop professional quality work for local, regional, and national audiences, conferences, and competitions.	1. Students will create an output suitable for review in professional or academic environments.
	2. Students will plan and create a special event inclusive of communications strategy, event delivery, and evaluation.
	3. Students will demonstrate best practice in stakeholder engagement and communication.

Professional Communication majors are encouraged to attend all student and faculty shows, presentations, and events. Professional Communication majors are required to complete [COMM 492](#) Senior Portfolio as their capstone learning experience.

## Bachelor of Arts with a Major in Professional Communication

General Education		38
Required Core		31
COMM 100	Professional Communication Colloquium <sup>1</sup>	
COMM 101	Introduction to Communication	
COMM 212	Interpersonal Communication	
COMM 219	Mass Media and Society	

COMM 224	Social Media, Writing, and Design
COMM 225	Audio Production
COMM 254	Special Events Planning I
COMM 318	Organizational Communication
COMM 360	Video Production
COMM 454	Special Events Planning II
COMM 492	Senior Portfolio

**Options:**

Select one of the following options: **21-27**

**Strategic Communication**

COMM 218	Public Relations Principles
COMM 221	Strategic Communication Writing
COMM 281	Reporting and Editing
COMM 310	Social Media Strategy and Measurement
COMM 425	Crisis Communication

**Choose four of the following courses:**

COMM 285	Broadcasting and Professional Communication Activities
COMM 315	Persuasion and Argumentation
COMM 325	Campaigns and Strategies
COMM 361	Broadcast News Writing
COMM 474	Social Media Management Practicum
COMM 497	Communication Internship

**Sports Media**

COMM 328	Play-by-Play Communication
COMM 329	Sports Television Production
COMM 362	Broadcast News Gathering
COMM 475	Broadcast Production

**Choose four of the following courses:**

COMM 218	Public Relations Principles
COMM 221	Strategic Communication Writing
COMM 281	Reporting and Editing
COMM 285	Broadcasting and Professional Communication Activities
COMM 310	Social Media Strategy and Measurement
COMM 325	Campaigns and Strategies
COMM 361	Broadcast News Writing
COMM 497	Communication Internship

**Media Production**

COMM 285	Broadcasting and Professional Communication Activities
COMM 362	Broadcast News Gathering
COMM 460	Advanced TV and Social Media Production
COMM 475	Broadcast Production <sup>2</sup>

Choose four of the following courses: **3**

COMM 218	Public Relations Principles
COMM 221	Strategic Communication Writing
COMM 281	Reporting and Editing
COMM 325	Campaigns and Strategies
COMM 361	Broadcast News Writing
COMM 474	Social Media Management Practicum
COMM 497	Communication Internship

Minor and/or Concentrations should fulfill remaining credits needed to reach the 120 (or more) required to earn B.A.

<sup>1</sup> \*COMM 100 Required Every Semester

<sup>2</sup> 6 credits of Broadcast Production are needed. Students should enroll twice

## Professional Communication Minor (Non-Major)

### Minor Requirements

COMM 101	Introduction to Communication	3
COMM 212	Interpersonal Communication	3
COMM 219	Mass Media and Society	3
COMM 224	Social Media, Writing, and Design	3
COMM 318	Organizational Communication	3
Choose one of the following courses:		3
COMM 225	Audio Production	
COMM 360	Video Production	

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**Total Hours** **18**

## Professional Communication Concentration

<b>Requirements</b>		<b>12</b>
COMM 101	Introduction to Communication	3
COMM 219	Mass Media and Society	3
Select one of the following courses		
COMM 212	Interpersonal Communication	3
COMM 318	Organizational Communication	3
Select one of the following courses		
COMM 225	Audio Production I	3
COMM 360	Video Production I	3