Online Bachelor of Arts in Organizational and Corporate Communication

Become an expert in the art of communication with UTEP’s online Bachelor of Arts in Organizational and Corporate Communication.

Connect with a New Career

If you want to establish a career in public, human and/or media relations or event planning, this innovative online degree program is for you. You will learn about the communication practices that commonly occur in professional settings, and, as a graduate, you will use your understanding to help facilitate positive change, initiate meaningful discussions and strengthen relationships between organizations and individuals.

With a degree in organizational and corporate communication, you will:

• Enhance your written, oral and digital communication skills
• Facilitate clear, impactful communication between all levels of an organization
• Apply communication theories to address complex challenges
• Efficiently negotiate and engage in crisis and team management
• Facilitate positive change within an organization’s structure

Ready to connect or have questions? Call 1-800-684-UTEP to speak with an enrollment counselor today or visit us at utepconnect.utep.edu
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Admissions Requirements

To qualify for admission into this program, you must submit the following:

- Completed admission application
- Official high school transcript(s)
  - Your transcript(s) must be mailed to UTEP directly from the school(s) attended.
  - Please make sure that your school includes your diploma type, rank and GPA.
- Official test scores
  - SAT (Scholastic Assessment Test), ACT (American College Test), GED (Test of General Educational Development) and/or TAKS (Texas Assessment of Knowledge and Skills) scores must be mailed to UTEP’s Office of Admissions and Recruitment directly from the testing agency or must appear in your official high school transcript.
- Transfer and/or military applicants:
  - Official college transcripts mailed to UTEP directly from all applicable institutions
  - Official military transcripts to receive credit for coursework completed while on active duty
- International applicants:
  - Official transcripts, provisional certificates
  - Official TOEFL scores (if required)
  - Confirmation of financial resources

Curriculum

As a student in the online BA in Organizational and Corporate Communication program, you’re required to successfully complete a total of 120 semester credit hours of coursework.

<table>
<thead>
<tr>
<th>Course Category</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education Courses</td>
<td>42 semester</td>
</tr>
<tr>
<td>Liberal Arts Block Electives</td>
<td>18 semester</td>
</tr>
<tr>
<td>Core Requirements</td>
<td>27 semester</td>
</tr>
<tr>
<td>Communication Electives</td>
<td>9 semester</td>
</tr>
<tr>
<td>Foreign Language</td>
<td>6 semester</td>
</tr>
<tr>
<td>Electives</td>
<td>18 semester</td>
</tr>
<tr>
<td>Total Credits for Degree Completion</td>
<td>120 semester</td>
</tr>
</tbody>
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Core Course Requirements (27 credits)

- COMM 1370  Introduction to Communication
- COMM 3320  Writing for Public Relations and Corporate Communication
- COMM 3321  Public Relations
- COMM 3322  Communication and Conflict
- COMM 3323  Communication and Organizational Leadership
- COMM 3355  Organizational Communication
- COMM 3371  Communication Theory and Analysis
- COMM 4323  Case Studies in Public Relations
- COMM 4372  Methods of Research in Communication

Communication Electives (9 credits)

- COMM 2330  Principles of Advertising
- COMM 3340  New Media Advertising
- COMM 4331  Ad Sales and Management

Note: Curriculum is subject to change.