

BACHELOR OF SCIENCE IN COMMUNICATION



GAIN THE COMMUNICATIONS EXPERTISE TO ADVANCE IN A WIDE RANGE OF FIELDS

In a service-based world economy, communications professionals with strong, up-to-date knowledge and skills can find opportunities in a vast array of industries. Purdue University Global's bachelor's in communication covers conflict management, persuasion, diversity, new and emerging technology, and effective communications across various forms of media. Become a powerful communicator ready to advance your career in the "new" global economy.

WHY STUDY COMMUNICATION AT PURDUE GLOBAL?

ONLINE FLEXIBILITY FOR WORKING ADULTS

Complete your coursework 100% online, on your schedule. You can also visit one of our regional locations to take advantage of local, onsite support and services.

TRANSFER CREDITS

Transfer up to 75% of your degree requirements to accelerate completion of your degree and save on tuition. In addition to credit for prior courses, you can earn college credit for your work, volunteer activities, and life experiences.¹

CUSTOMIZABLE DEGREE

Build specialized knowledge by choosing electives aligned with your career interests such as technical communication, political communication, leadership, sales, entrepreneurship, public relations, and human resources.

FACULTY EXPERTISE

Learn from communications professionals with extensive experience in a broad range of specialties. All professors possess advanced academic degrees and relevant industry credentials.

ONE-ON-ONE MENTORING

Work directly with faculty through online discussion boards and faculty office hours, and enjoy no-cost individual tutoring. In addition, academic and career advisors are dedicated to helping you balance school with your career and life responsibilities.

INTRODUCTORY TRIAL PERIOD

Make sure online learning at Purdue Global is right for you. Enroll in the University and try our classes for 3 weeks before you owe any tuition. That's the Purdue Global Commitment.²

NATIONALLY RANKED AND RESPECTED

Purdue Global is part of the respected Purdue University system. One of the most prestigious research universities in the world, Purdue University is ranked in the top 10 best public universities in the U.S. by *The Wall Street Journal/Times Higher Education*.³

TAKE THE NEXT STEP IN YOUR EDUCATION AND YOUR CAREER

ACCELERATED MASTER'S DEGREE OPTION

You can work toward a Purdue Global master's degree in public administration, educational psychology, human services, legal studies, or psychology while you earn your bachelor's degree.⁴ Complete both your bachelor's and master's degrees in less time and at a lower cost than completing both programs separately.

GAIN THE CORE SKILLS AND COMPETENCIES EMPLOYERS DEMAND

Become a valuable asset to any organization. Depending on your field and role, equip yourself to perform the following types of job functions:

- Create presentations and develop dynamic, interactive multimedia presentations.
- Incorporate the latest technologies, media, and software to communicate effectively.
- Write technical materials, such as appendices, user guides, or instruction manuals.
- Plan promotional campaigns within an organization or for the public.
- Understand the effects of technology, government and industry regulation, and legal and ethical issues in communication.
- Introduce new company initiatives, lead discussions, and answer questions.
- Plan and manage public events and appearances.
- Communicate with the media; respond to requests for information.

CURRICULUM

The comprehensive curriculum prepares you with the strong oral, written, and interpersonal skills needed to become an effective communicator in today's competitive, global workplace. Courses are reviewed and revised regularly by industry experts to ensure they reflect the most recent developments and practices in the field.

COURSE TOPICS INCLUDE:

- Mass media and broadcasting
- Interpersonal communications
- Communication research skills
- Public speaking for the professional
- Technical communication
- Introduction to psychology
- Communicating in a diverse society
- Tools for the digital age
- Group dynamics and team building
- Communicating persuasively
- Organizational communication
- Strategic communication

Capstone Project

The program culminates in a final capstone project, which gives you the opportunity to demonstrate your mastery of course material by applying it to real-world communications challenges.

PROGRAM DETAIL

Credit Hours: 180

Program Length: 2–4 years (With transfer credit and other prior experience, the average completion time for Purdue Global bachelor's degree graduates in 2019–2020 was 2 years.)⁵

Course Load: 2–3 per term

Terms: 10 weeks long

Start Dates: Throughout the year

ADDITIONAL PROGRAMS

- Bachelor of Science in Human Services in Youth/Family Services and Administration
- Bachelor of Science in Psychology (Addictions, Applied Behavior Analysis, and I/O Psychology)
- Master of Science in Human Services
- Master of Science in Psychology
- Master of Public Administration



CAREER AND NETWORKING OPPORTUNITIES

INDUSTRY OUTLOOK

- Media and communications occupations are expected to grow from 2019 to 2029. In fact, employment of **technical writers; advertising, promotions, and marketing managers; and public relations specialists** is projected to grow faster than the average for all occupations.⁶
- Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.⁶
- Strong written and verbal communication skills are among the top qualities that employers look for in recent college graduates.⁷

CAREER PATHWAYS AND OUTCOMES⁸

Roles

- Corporate communications specialist
- Speech writer
- Marketing analyst, specialist, or manager
- Public relations associate
- General operations manager

Industries

- Advertising and marketing
- Business and management
- Organizational communication
- Public relations
- Fundraising
- Media and communications

THE CENTER FOR CAREER ADVANCEMENT

Our team of Career Specialists offers the following services:

- Job search and networking support
- Career assessment/exploration
- Resume and cover letter review
- Interview preparation/mock interviews
- Portfolio development to showcase your skills
- Assistance in building an online presence
- Virtual career fairs
- 24/7 online access to job openings and career development tools

Accredited by the Higher Learning Commission

The HLC (HLCommission.org) is an institutional accreditation agency recognized by the U.S. Department of Education.

Military Friendly

We offer reduced tuition rates for servicemembers, veterans, and spouses.

Contact an Admissions Advisor at **844-PURDUE-G** or visit **PurdueGlobal.edu**.

IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit Info.PurdueGlobal.edu.

1 Purdue Global does not guarantee transferability of credit from any of these sources. See the [University Catalog](#) for the Prior Learning Assessment policy.

2 Classes count toward a degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period (3 weeks for new qualifying undergraduate students), which begins day one of the first term. Students who choose to continue their studies at Purdue Global will need to meet specific requirements. Graduate programs not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the [University Catalog](#).

3 Source: www.timeshighereducation.com/student/best-universities/best-public-universities-united-states. Rankings apply to Purdue University West Lafayette and not to Purdue Global.

4 The University cannot guarantee that students will be granted admission to any future programs. Speak to an Advisor about admissions requirements and transfer credit opportunities and see the [University Catalog](#) for the Prior Learning Assessment policy.

5 The average completion time for Purdue Global online bachelor's degree students who graduated in the 2019–2020 academic year was 2.1 years.

Source: Purdue Global Office of Reporting and Analysis, July 2020.

6 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Technical Writers; Advertising, Promotions, and Marketing Managers; Public Relations and Specialists; and Media and Communications Occupations. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

7 National Association of Colleges and Employers, *Key Attributes Employers Want to See on Students' Resumes*, January 13, 2020.

8 Purdue Global cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary by organization.