



Bachelor of Science in **COMMUNICATION**

Come Back Stronger and Move Your Career Forward

This is your time. Your moment. With a communication degree from Purdue Global, you'll be prepared for real opportunities in a wide range of fields. Our bachelor's curriculum covers in-demand topics like conflict management, persuasion, diversity, new and emerging technology, and strategic communications. Become a powerful communicator ready to advance your goals, your career, and your life.



Why Study Communication at Purdue Global?

Built for Working Adults

Complete courses online, without compromising your work or family schedule.

Backed by the Power of Purdue

Earn a degree you can be proud of — and one that employers will respect. Achieve more in your field with a name that opens doors in your career.

Your Experience Counts as College Credit

It's time to get the recognition you deserve. Use prior coursework, work experience, or military training to graduate sooner.¹

Personalized Degree

Gain the specialized expertise that gets you the career you want. Choose from concentrations in public relations, digital communication, and business foundations. Or pick your own electives in areas such as technical communication, political communication, leadership, sales, entrepreneurship, and human resources.

Expert Faculty

Learn from communications professionals with the real-world experience to know what it takes to make it in your field. All faculty possess advanced academic degrees and relevant industry credentials.

Personal Support

Work directly with faculty through online discussion boards and seminars, 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

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.

ACCELERATED MASTER'S DEGREE OPTION



Complete both your bachelor's and master's degrees in less time and at a lower cost than completing both programs separately. While you earn your bachelor's degree, you can work toward a Purdue Global master's degree in one of the following areas⁴:

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| ▪ Applied Behavior Analysis | ▪ Human Services |
| ▪ Criminal Justice | ▪ Instructional Design and Technology |
| ▪ Education | ▪ Legal Studies |
| ▪ Educational Psychology | ▪ Psychology |
| ▪ Higher Education | ▪ Public Administration |
| ▪ Homeland Security and Emergency Management | |

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

You have the option of specializing your degree with one of the following concentrations:

Business Foundations Concentration

- Gain competencies in the fundamental concepts of business administration. Develop an understanding of the four functions of management, the components of a marketing strategy, and the financial performance of an organization.

Digital Communication Concentration

- Learn to write, communicate, and market for the digital space.
- Utilize a variety of multimedia, learn to develop a successful digital marketing strategy, and apply digital communication knowledge and tools to produce effective digital communication content.

Public Relations Concentration

- Gain the communications skills to help you build beneficial relationships, influence a wider audience.
- Learn to further your organization's public image.

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 2021–2022 was 2.1 years.)⁵

Course Load: 2 per term

Terms: 10 weeks long

Start Dates: Throughout the year

Additional Programs

- MS in Higher Education
- MS in Instructional Design and Technology
- 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 2021–2031. In fact, employment of **technical writers; advertising, promotions, and marketing managers; and public relations specialists** is projected to grow as fast as or 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 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 (HLCCommission.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. See the University Catalog for the Prior Learning 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 policy.

5 The average completion time for Purdue Global online bachelor's degree students who graduated in the 2021–2022 academic year was 2.1 years.
Source: Purdue Global Office of Reporting and Analysis, July 2022.

6 Source: U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Technical Writers; Advertising, Promotions, and Marketing Managers; Public Relations 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, *As Their Focus on GPA Fades, Employers Seek Key Skills on College Grads' Resumes*, November 15, 2022.

8 Purdue Global does not guarantee employment placement or career advancement. Actual outcomes vary by geographic area, previous work experience, and opportunities for employment.