



## 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.<sup>1</sup>

## **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.<sup>2</sup>

## **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 is ranked #16 most innovative company in the world alongside Open AI, NASA, and Microsoft.<sup>3</sup>

# 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.

## **Get a Head Start on Your Master's Degree**

Complete your master's degree sooner with a graduate program pathway. It weaves graduate-level courses into your bachelor's program, giving you a jump on your master's degree requirements. You'll save on time and tuition compared with finishing both programs separately.

Plus, your degrees don't have to be in the same fields. You can customize your academic journey to support your career goals and interests. To learn more, view the University Catalog or connect with an Advisor.<sup>4</sup>

# 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.)<sup>5</sup>

**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

- Overall, media and communications occupations are expected to grow from 2022–2032. 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.<sup>6</sup>
- Demand for media and communication occupations is expected to arise due to employment growth and the need to replace workers who leave the occupations permanently.<sup>6</sup>
- Written communication skills are among the top qualities that employers look for in recent college graduates.<sup>7</sup>

## Career Pathways and Outcomes<sup>8</sup>

### 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](https://PurdueGlobal.edu).**

### IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit [info.purdueglobal.edu](https://info.purdueglobal.edu).

1 Purdue Global does not guarantee transferability of credit. See the University Catalog for the Prior Learning policy.

2 Students who inform Purdue Global they do not wish to pursue the program during the 3-week trial will not be charged. Students who choose to continue at Purdue Global will be billed for the full first term's tuition, including the 3-week trial, and will need to meet other specific requirements. Classes will be applied toward a degree if satisfactorily completed and students select to continue their studies at Purdue Global. 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. Graduate programs and BS in Professional Flight not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the University Catalog..

3 Source: [www.fastcompany.com/most-innovative-companies/list](https://www.fastcompany.com/most-innovative-companies/list). Ranking applies to Purdue University West Lafayette and not to Purdue Global.

4 Estimated graduation date is based on the assumption that you will enroll in time to begin classes on the next upcoming start date, will remain enrolled for each consecutive term, and will maintain satisfactory academic standing in each term to progress toward completion of your program. Completion time is based on a full-time schedule. Programs will take longer for part-time students to complete.

To start a Graduate Program Pathway, students should consult with their Student Advisor to confirm eligibility. Not all Graduate Program Pathways are available on all tracks, and some may require students to meet academic standards to continue taking graduate courses in their bachelor's degree program. Visit the University Catalog for more information.

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, *The Key Attributes Employers Are Looking for on Graduates' Resumes*, January 16, 2024.

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