

Applied Speech Communication APSC • Bachelor of Science

Why Choose Applied Speech Communication?

Speech communication is an interdisciplinary field of study that draws upon its historic roots in rhetoric as well as theory and research in anthropology, psychology and sociology. Students take foundational courses in public presentation, group dynamics and interpersonal communication. Additional coursework includes studies in intercultural communication, organizational communication, communication ethics, and communication theory and research.

One unique feature of the Applied Speech Communication program is the "Application to the Workplace" which requires students to take at least six courses in their chosen career area. Students must also complete an internship for the purpose of gaining real-world experience that employers value.

Get a Great Job

A degree in Applied Speech Communication provides students with specific skills and in doing so prepares them for a variety of careers in today's ever-changing job market. Program graduates are working in customer service and sales, community outreach and advocacy, human resources and management, and the mass media field such as broadcasting. Careers are pursued in both the public and private sectors.

Admission Requirements

First year student admission is open to high school graduates (or equivalent) who demonstrate academic preparedness, maturity and seriousness of purpose with educational backgrounds appropriate to their chosen program of study. High school courses and grade point average, ACT composite score, and ACT reading and mathematics subscores will be considered in the admission and placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course, or they must provide their high school records and ACT scores for admission review.

Graduation Requirements

The Applied Speech Communication program leads to a bachelor of science degree. Graduation requires (1) a minimum 2.0 GPA overall, (2) no grade lower than 'C' in any COMM, ENGL, or ISYS class, (3) a 2.5 GPA in the applications to the workplace courses, (4) at least 40 credits at or above the 300 level, (5) completion of all general education requirements as outlined on the General Education website and (6) completion of a minimum of 120 credits.

Required Courses

Credit Hours

General Education

This degree requires completion of the General Education requirements for a Bachelor of Science degree. Details of these requirements are delineated on the General Education website. Courses listed below as program/major required courses with the indicators: C, S, Z, R, G, may also be used to satisfy some of these general education requirements.

Program

COMM 101	Intro to Communication Study	3
COMM 200	Found of Interpersonal Comm	3
COMM 201	Public Presentation Practice	3
COMM 221	Small Group Decision Making	3
COMM 251	Argumentation and Debate	3
COMM 299	Theories Human Communication	3
COMM 300	Research Methods in Comm	3
COMM 365	Intercultural Communication	3
COMM 380	Organizational Communication	3
COMM 421	Leadership in Small Group Comm	3
COMM 460	Comm Rights-Responsibilities	3
COMM 493	Internship in Communication	1-8
COMM 499	Communication Senior Seminar	3
ISYS 105	Intro Micro Systems-Software	3
Directed Electives in COMM		9
Application to the Workplace		18
Minimum credit hours required for B.S. degree:		120



More Information

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C O L L E G E O F A R T S & S C I E N C E S