This major prepares students to become communication professionals. The program emphasizes communication theory and practice in the creation, presentation, and evaluation of coherent messages. Three areas of emphasis – communication studies, organizational communication/public relations, or social media – lead to career possibilities across various industries.

**EMPHASIS AREAS**
- Communication Studies
- Organizational Communication/Public Relations
- Social Media

*Major and minor offered completely online and on-campus*

**AVERAGE SALARY**
$59,230
(U.S. Bureau of Labor Statistics)

**PROGRAM FEATURES**
- Customization and transfer-friendly options
- Writing and presentation skill development
- Strategies for conflict management, team-building, group processes, leadership, and collaboration
- Strategies to effectively communicate with co-workers, clients, and diverse publics
- Portfolio-building projects completed during coursework

**CAREER PATHS**
- Corporate Communication
- Editing
- Event Planning
- Health Management
- Marketing
- Media Relations
- Politics
- Public Relations
- Public Affairs and Information
- Publication Design
- Sports Information
- Social Media Management
- Website Design

Small Campus. Big Degree.
COMP 1011 - Composition I (3.0 cr)
COMP 1013 - Composition II (3.0 cr)
SPCH 1101 - Public Speaking (3.0 cr)

TECHNOLOGY REQUIREMENTS - 3 CREDITS
COMM 2110 - Communication Technology Trends (3.0 cr)

SOCIAL MEDIA EMPHASIS
The focus of this emphasis area is social media, including the creation of visual images and written messages. This area addresses the theory and practice of the craft.

EMPHASIS REQUIREMENTS - 12 CREDITS
COMM 2110 - Communication Technology Trends (3.0 cr)
COMM 3537 - Visual Communication (3.0 cr)
COMM 3802 - Publication Design and Management (3.0 cr)
WRIT 2110 - Digital Writing (3.0 cr)

The University of Minnesota is an equal opportunity educator and employer.