

BACHELOR OF ARTS IN COMMUNICATION STRATEGIC ORGANIZATIONAL COMMUNICATION

Overview

Do you want to master your one-on-one communication with others and apply that valuable skill to an organizational setting? If you do, then the Strategic Organizational Communication Track is the right choice for your communication and career needs. In this track students choose two of three certificates in professional communication, interpersonal networking and sports communication.

With the professional communication certificate, you'll learn presentational speaking skills while utilizing various technologies; gain experience engaging in employee, performance, and persuasive interviews; and learn the strategies and skills necessary for organizational mediation and arbitration.

With the interpersonal networking certificate, you'll enhance your face-to-face and mediated communication skills in various relationships; explore the issues of gender and communication in a variety of contexts; and learn how to manage your image or personal brand.

With the sports communication certificate, you'll evaluate sports information campaigns; learn the relationship between sports and communication; and you may either learn the legal and ethical considerations for sports media practitioners, the techniques of sports reporting, or the ethical components of journalism and sports information distribution.

COURSE	TITLE	S.H.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations <small>required for major</small>	3
GE: Math Course	<small>*any approved GE Math course, MATH 2623/2623C recommended</small>	3
Arts and Humanities (6 s.h.)		6
Natural Sciences (7 s.h.) <small>*Two different science courses, one must include a lab</small>		7
Social Science (6 s.h.)		
CMST 2600	Communication Theory <small>Required for Major</small>	3
GE Social Science Course		3
General Education Electives (6 s.h.)		
CMST 2610	Intercultural Communication <small>required for major</small>	3
GE Elective Course		3
Major Requirements		
CMST 1500	Exploring Communication	3
CMST 2630	Social Media Literacy	3
CMST 2654	Community Engagement & Relations	3
CMST 2655	Communication in Groups	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Designing Communication Research	3
CMST 3756	Interviewing	3
CMST 4896	Communication Internship	3

or CMST 4859	Organizational Cultures	
Required Support Courses		
JOUR 2602	Media Writing	3
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 3780	Presentational Literacy	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3
Strategic Organizational Communication Track Requirements		15-18
Students select two certificates from the three listed below.		
Certificate in Professional Communication <small>*CMST 1545 and CMST 3756 are required in the Core</small>		
CMST 3746	Presentational Speaking	
CMST 5852	Conflict Management and Negotiation	
Certificate in Sports Communication <small>*CMST 2600 is required in the Core</small>		
CMST 4879	Sports Communication Message Design	
CMST 5889	Theory of Sports and Communication	
MCOM 1570	Sports Field Production 1	
Certificate in Interpersonal Networking <small>*CMST 2600 and CMST 2656 are required in the Core</small>		
CMST 3750	Gender Communication	
CMST 3790	Personal Brand Communication	
CMST 4855	Interpersonal Communication Relationships	
Pick 2 additional CMST electives 3700 level or higher		6
Capstone (3 s.h.)		
CMST 4899	Senior Project	3
Free Electives <small>*Hours will vary based on what is needed for 120 SH</small>		22
Student must complete a minimum of 39 SH of Upper-Level Courses (3700-5800)		
Total Semester Hours		120-125
Year 1		
Fall		S.H.
CMST 1500	Exploring Communication	3
CMST 1545	Communication Foundations	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
YSU 1500	Success Seminar	1-2
or YSU 1500S	or Youngstown State University Success Seminar	
or HONR 1500	or Intro to Honors	
GE MATH requirement		3-5
Semester Hours		13-17
Spring		
CMST 2600	Communication Theory	3
CMST 2656	Interpersonal Communication	3
ENGL 1551	Writing 2	3
GE: Arts and Humanities		3
GE Elective Course		3
Free Elective		1
Semester Hours		16
Year 2		
Fall		
CMST 2630	Social Media Literacy	3
CMST 2654	Community Engagement & Relations	3
CMST 2655	Communication in Groups	3
GE: Arts and Humanities		3
Free Elective		3-1
Semester Hours		15-13

Spring			5. Develop skills in leadership, professionalism, conflict management, and teamwork in preparation for career readiness.
MCOM 2624	Communication Technology - Photo and Video	3	
JOUR 2602	Media Writing	3	
GE Lab Science		4	
Communication Studies Elective		3-5	6. Apply communication theory and concepts to personal and professional contexts, including intrapersonal, interpersonal, team, organizational, and mediated.
Free Elective		3	
Semester Hours		16-18	
Year 3			
Fall			
CMST 3700	Designing Communication Research	3	
MCOM 3780	Presentational Literacy	3	
Certificate Course		3	
Free Elective		3	
GE: Social Science		3	
Semester Hours		15	
Spring			
CMST 2610	Intercultural Communication	3	
CMST 3756	Interviewing	3	
Certificate Course		3	
Certificate Course		3	
Free Elective		3	
Semester Hours		15	
Year 4			
Fall			
CMST 4859 or CMST 4896	Organizational Cultures or Communication Internship	3	
ENGL 3743	Introduction to Public, Professional and Technical Writing	3	
Certificate Course		3	
Certificate Course		3	
Communication Elective		3-4	
Semester Hours		15-16	
Spring			
CMST 4899	Senior Project	3	
GE: Natural Science		3	
Certificate Course or Free Elective		3	
Free Elective		3	
Free Elective		3	
Semester Hours		15	
Total Semester Hours		120-125	

LEARNING OUTCOMES

Regardless of track, students graduating with a B.A. degree in communication studies will:

1. Collect, analyze, and report qualitative and quantitative data, demonstrating information literacy, critical thinking, and problem solving.
2. Effectively employ mediated communication technologies, including their features, functions, and applications, to competently communicate across different mediums.
3. Create professional, coherent, organized, and persuasive oral and written messages, which adapt to various purposes, audiences, and platforms.
4. Embrace individual and cultural differences, respect diverse perspectives, and create messages that accommodate differences to be prepared for multicultural workplaces.